

LIFE



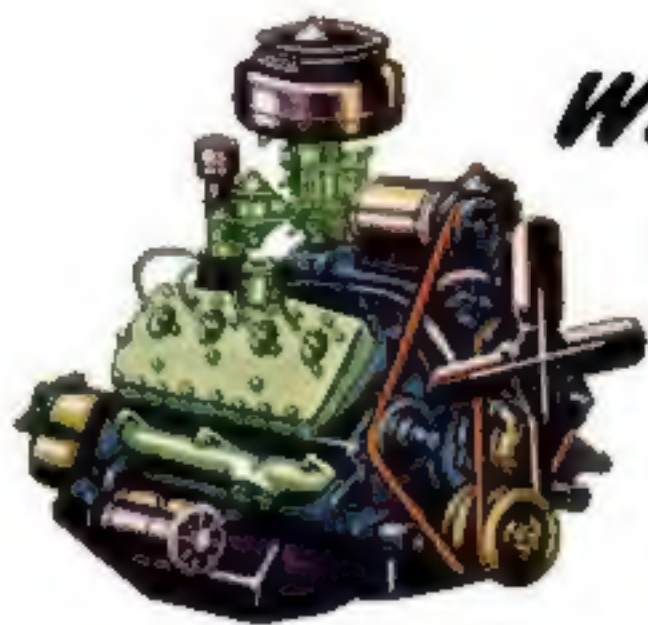
PLAY DRESSES

JUNE 17, 1946

15 CENTS

YEARLY SUBSCRIPTION \$5.50

FORD'S OUT FRONT

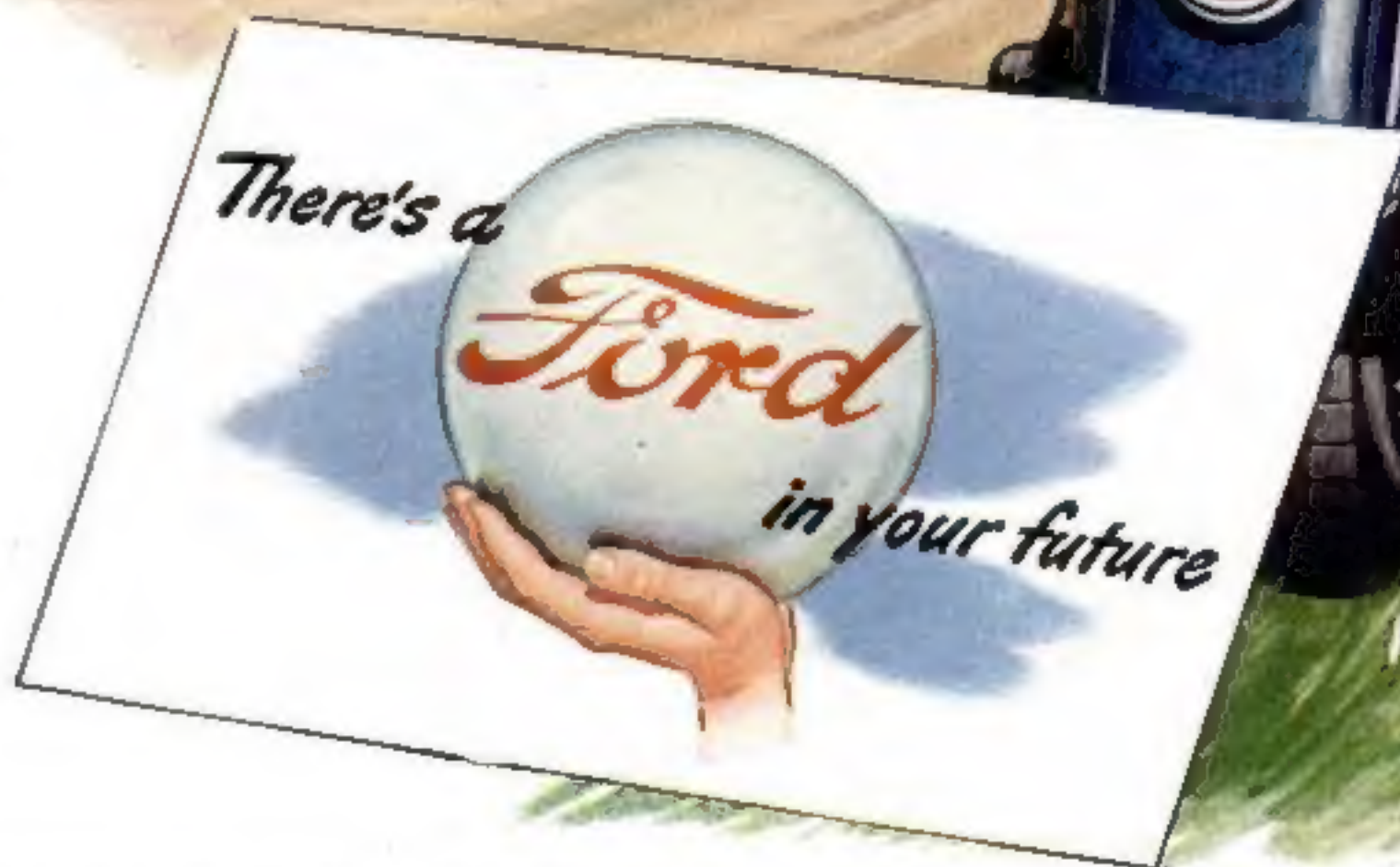


**WITH THE LIVELIEST ENGINE
IN THE LOW-PRICED FIELD!**



The new 1946 Ford engine has full one hundred horsepower. It's a V-type eight . . . smoother and more flexible than any other car in the low-priced field. Ford is the most spirited performer of them all. In traffic, on the straightaway, and in the hills, you'll find Ford's plus-power not only thrilling but an extra factor of safety as well.

The new Ford V-8 is also economical—4-ring aluminum pistons and balanced carburetion make it even thriftier! See this new car at your friendly Ford Dealer's today.



TUNE IN . . . The FORD-Bob Crosby Show—CBS, Wednesdays, 9:30-10 P.M., E.D.S.T. . . . The FORD Sunday Evening Hour—ABC, Sundays, 8-9:00 P.M., E.D.S.T.



"There she was waiting at the church!"

THERE she was waiting at the church . . . because the cutest boy of the neighborhood playing "groom" to her "bride" walked out on her . . . *and told her why.*

Lucky little Edna—to learn so young what some people never realize at all—that halitosis (unpleasant breath) is a fault not easy to pardon. It was a lesson she never forgot. Later in life, attractive and sought-after, Listerine Antiseptic was a "must" before every date.

How is Your Breath?

Can you be sure that at this very moment

your breath is sweet and agreeable? You can't always tell!

Why take chances . . . why risk offending others needlessly when Listerine Antiseptic so often offers such an easy, delightful precaution?

Simply rinse your mouth with it morning and night and especially before any appointment where you want to be at your best. Almost at once your breath is fresher, sweeter . . . less likely to offend.

While sometimes systemic, most cases of unpleasant breath, say some authorities, are

due to the bacterial fermentation of tiny food particles on teeth, gum and mouth surfaces.

Lucky for you, Listerine Antiseptic quickly halts this fermentation, then overcomes the odors it causes.

Never, never omit Listerine Antiseptic; it's part of your passport to popularity.

LAMBERT PHARMACAL CO., St. Louis, Mo.

Before every date

LISTERINE ANTISEPTIC
for oral hygiene

This One



NZ2D-90A-Z5HK

Copyrighted material

Picnic Peculiar



"Auntie's got Ants"

It feels that way to Auntie! Her chambray shrank before and aft! And it's crawling all over Auntie! Next time she'll look for a dress tagged "Sanforized." No more ants for Auntie!

It's as easy to look smart as peculiar! Why wear shrunk-up dresses? Or why buy dresses—a sloppy larger size—to allow for shrinkage? Just buy a dress tagged "Sanforized." It'll fit, and keep on fitting happily ever after. (The "Sanforized" label keeps company with \$2 dresses as it does with those that sell for \$20.)

To keep on looking smart, it's
got to keep on fitting.
Look for this label—



"Sausage-stuffed Susie"

Susie's sad condition stems not from the Eating-of-the-Hot Dog—but from Shrinkage-of-the-Dress. Silly girl, Susie! If she'd bought a dress tagged "Sanforized," its endearing young charms would have been enduring young charms through countless tubbings.



"Sanforized" ... the checked standard of shrinkage. The "Sanforized" trade-mark is used on compressive pre-shrunk fabrics only when tests for residual shrinkage are regularly checked, through the service of the owners of the trade-mark, to insure maintenance of its established standard by users of the mark.

Cluett, Peabody & Co., Inc.

A development of
B.F. Goodrich
FIRST IN RUBBER



Tire costs slashed — two mountains moved for the price of one

A typical example of B. F. Goodrich development in tires

TRUCKS like this one can move twenty tons of dirt or rock at a clip. But the big tires, costing as much as \$700 apiece, often wore out in a hurry. Bruises and blow-outs took a heavy toll. Some tires lasted only weeks.

Then B. F. Goodrich research engineers developed a new construction principle for tires that had to carry these freight-car loads over rocks and ruts.

They put a *shock-shield* under the tread. It's a special insulated breaker construction that absorbs the shock of impact—reducing the blow that's passed on to the cord body.

The tires shown in the picture are built with this construction. Results in terms of greater tire life are so outstanding that hauling costs are lowered for the companies which standardize on these tires. For example: one check completed early this year showed six B. F. Goodrich tires with shock-shield averaged 4571 hours of service against 1600 hours for another make. This means that more than twice as much earth was moved for the same tire cost.

Another operator reports 17,599 miles compared to 6476 miles for the best of other brands. Another contractor tried three makes of tires; at the end of the test period 24 out of 70 Brand "A" tires failed, 7 out of 40 Brand "B" failed. Not one of 38 B. F. Goodrich tires failed!

Here is another typical example of how B. F. Goodrich research can help you reduce your tire costs. If you use tires for off-the-road vehicles, trucks, or any other purpose, check the B. F. Goodrich man before you buy again. He can save you money. *The B. F. Goodrich Company, Akron, Ohio.*

Truck Tires BY
B.F. Goodrich



Rather stir up hornets than shave?

DOES YOUR FACE sting all over after every shave? Do you flinch from the whole operation? Then you have that combination often found in

rugged he-men—wiry whiskers and tender skin. That sure can cause pain. But you don't have to stand for it! Do you know what you need?



You need a heavier cream to shave a tender skin

MOLLÉ is a heavier cream . . . a brushless cream that tames the roughest, toughest beard and makes a pushover of a lighter one.

Because it's heavier, it not only softens whiskers, it holds 'em up

straight. So your razor practically floats through 'em.

You shave faster, you shave closer, you shave easier, and you shave painlessly when you use Mollé. Try it. Pronounced "Mo-lay."



IN TUBES OR JARS

LETTERS TO THE EDITORS

LIQUOR

Sirs:

How much did the liquor barons pay you for the splendid propaganda your article, "Liquor" (LIFE, May 27), gave them?

G. E. CARLFELDT

Chicago, Ill.

Sirs:

Your article on liquor was very interesting but I believe that it was a victory for the Prohibitionists. Possibly you were used as a front for an all-out drive to dry up the states.

HOWARD KIMBALL

Elmira, N. Y.

Sirs:

The Dora L. Kimmons Bible Class of the First Presbyterian Church, Fort Smith, Ark. deeply regrets that you believe that your readers would approve publication of the article on liquor and wishes to express its disapproval.

MRS. HARRY P. WARNER

Teacher

MRS. FRANKLIN HOLBERT

President

Fort Smith, Ark.

Sirs:

. . . A silly and blatant piece of liquor propaganda. . . Drys have no apologies to make.

PAUL B. RHODES

Minister

First Presbyterian Church

Washington, Pa.

Sirs:

. . . I want especially to praise the article, "Liquor." Having had considerable experience in helping alcoholics by means of getting at the psychological roots of the trouble, I am grateful for the clear analysis your article

CONTINUED ON PAGE 9

LIFE is published weekly by Time Inc. at 330 East 22nd Street, Chicago 10, Illinois. Printed in U. S. A. Entered as second-class matter November 16, 1936 at the Post Office at Chicago, Illinois, under the act of March 3, 1879. Entered as second-class matter at the Post Office Department, Ottawa, Canada.

Subscription rates. U. S. and Possessions, 1 yr., \$5.50; 2 yrs., \$10.00; 3 yrs., \$13.50; Canada, 1 yr., \$6.00; 2 yrs., \$11.00; 3 yrs., \$15.00 (Canadian funds); for information about subscriptions to other countries write LIFE International, 540 N. Michigan Ave., Chicago 11, Ill. Special rates (until Dec. 31, 1946 only) for present and recently discharged members of U.S. Armed Forces when present or former military rank and unit are given, \$3.50.

Change of Address: Four weeks' notice required for change of address. When ordering a change please furnish an address stencil impression from a recent issue if you can. Address changes cannot be made without the old address as well as the new one.

Copyright: LIFE is copyrighted 1946 by Time Inc. under International Copyright Convention. All rights reserved under Pan American Copyright Convention.

TIME Inc. also publishes TIME, FORTUNE and THE ARCHITECTURAL FORUM. Chairman, Maurice T. Moore; President, Roy E. Larsen; Vice President & Treasurer, Charles L. Stillman; Vice President & Sales Director, Howard Black; Vice Presidents, Allen Grover, C. D. Jackson, P. I. Prentice; Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Production Manager, N. L. Wallace; Circulation Director, F. De W. Pratt; Producer, THE MARCH OF TIME, Richard de Rochemont.

Subscriptions and all correspondence regarding them should be addressed to circulation office: 330 East 22nd Street, Chicago 16, Ill. Editorial and advertising offices, TIME & LIFE BUILDING, Rockefeller Center, New York 20, N. Y.

LIFE
June 17, 1946

Volume 20
Number 24



quick as a wink...

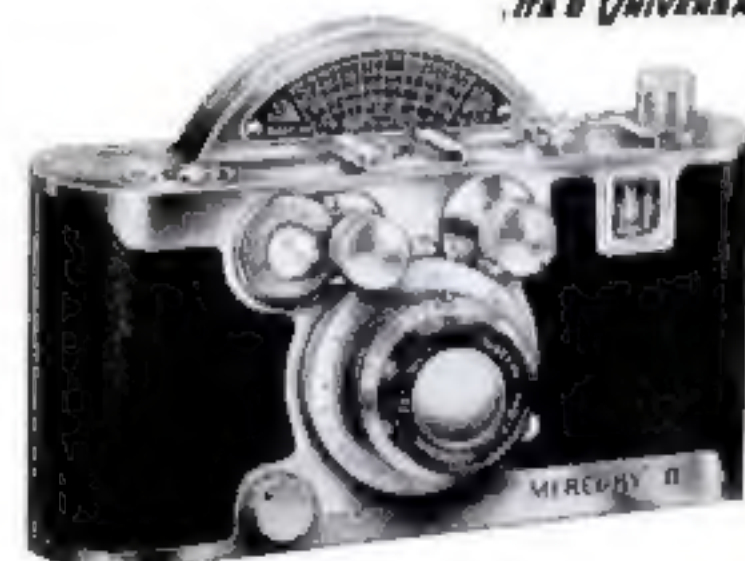


you're an expert!

ANYBODY can be a candid camera expert almost overnight with the new

MERCURY II

by UNIVERSAL



No college course needed to get wonderful results with this exciting new candid camera. Mercury II's surprising simplicity, foolproof built-in features make novices expert, and experts even better.

THE FIRST SUPER-PRECISION CANDID CAMERA ESPECIALLY DESIGNED FOR COLOR. Look over the Mercury II at your dealer's. You owe it to your photo future.

UNIVERSAL CAMERA CORPORATION

NEW YORK • CHICAGO • HOLLYWOOD

Manufacturers of Mercury, Cinémaster, Corascope Cameras and Photographic Equipment



A feather in our cap!

Our research has paid off again! This time with superior **FIRE POWER**, which means you get fast starts . . . quick warm-up . . . full power . . . smoothness and economy in every drop of **FIRE-CHIEF** gasoline.

You're welcome at **TEXACO DEALERS**
where you get...



TUNE IN... Texaco Star Theatre every Sunday night starring James Melton, with his guest, Ed Wynn. See newspapers for time and stations.



*"The Duck
was delicious, Mrs. O'Malley"*

Most of the things we eat are delicious. Our difficulty is that we frequently eat too much of them. When you are tempted and have fallen, be gentle with your upset stomach. Take soothing PEPTO-BISMOL.

NEVER UPSET AN UPSET STOMACH!

Don't aggravate an already irritated stomach with overdoses of antacids or harsh physics. Take soothing PEPTO-BISMOL. This pleasant-tasting preparation is neither an antacid nor a laxative. Its action is different. It spreads a soothing, protective coating on irritated stomach and intestinal walls... thus helping to calm and quiet common digestive upsets. Three sizes at your druggist's—or by the dose at his fountain.

Take soothing PEPTO-BISMOL... to relieve queasy, uneasy, upset stomach; distress after over-indulgence; nervous indigestion; heartburn... And to retard intestinal fermentation; gas formation; simple diarrhea. If you do not get prompt relief, consult your physician.

A NORWICH PRODUCT

Norwich



PEPTO-BISMOL
FOR UpSET STOMACH

LETTERS TO THE EDITORS

CONTINUED

gives. I appreciate the fact that you mention churches among the groups who are working at the problem from the psychological rather than the moralizing point of view. It may help someone to realize that his minister is his best friend.

ARTHUR T. CLARK
Pastor

South Park Presbyterian Church
Rock Island, Ill.

Sirs:

I have just completed reading your text on liquor. Believe me, from now on I shall never refrain from preparing myself a fine, snappy breakfast of some wholesome, energizing vodka. No longer shall I fear that the stuff will affect my brain—it merely acts upon it. After all, what have I to fear? If I begin to see bats and beetles, show signs of paranoia or Korsakov's psychosis—hell! I'll get myself a few bottles of vitamins and there I am—all fixed.

WILLIAM RUSZYN

Detroit, Mich.

MINT JULEPS

Sirs:

Your excellent magazine has wrung the withers of Virginians with that diabolical mint-julep recipe in the current number. Herewith editorial observations of the Richmond Times-Dispatch on the subject:

"The drink which LIFE offers its public contains mint and bourbon whisky, but it bears little further re-



semblance to the real article. It seems to be a cross between a julep, an old-fashioned and a Planter's punch—a nondescript mélange which actually contains a slice of orange, a slice of lemon and a cherry, to say nothing of a straw! Such heterodoxies are well-nigh incredible....

"LIFE should promptly apologize to the State of Virginia and to the shades of all the defunct Cavaliers."

VIRGINIUS DABNEY
Editor

Richmond Times-Dispatch
Richmond, Va.

● LIFE bows to the superior knowledge of famed Southerner and Editor Virginius Dabney, presents his julep recipe: Take a few sprigs of fresh mint and a teaspoonful of sugar, muddle in a 10-ounce glass. Fill glass with fine ice, add two ounces of bourbon. Place glass in ice-filled container, stir till ice freezes on outside of glass. Lift out and decorate with two sprigs of mint, nothing more.—ED.

WHY KID AROUND?

Sirs:

Re your editorial, "Why Kid Around?" (LIFE, May 27), are you really so naive as to believe that our

WEAREVER

De Luxe

50 YEARS OF
FINE PEN MAKING
GIVE YOU THIS GREAT
PEN FOR ONLY

**ONE
DOLLAR**

BY AMERICA'S
LARGEST
FOUNTAIN PEN
MANUFACTURER



OTHER WEAREVER MODELS:
WEAREVER ZENITH
PEN \$1.95 • SET \$2.75
WEAREVER PACEMAKER
PEN \$2.75 • SET \$3.75

AT DEPARTMENT, CHAIN
AND STATIONERY STORES

© DAVID KAHN, INC., North Bergen, N. J.
*Reg. U. S. Pat. Off.

CONTINUED ON PAGE 8

She wrote the book...

But he had the ideas!

When a lady's so easy to look at
... can she blame a man if he's
hard to handle? The story of a
writer whose hero comes to life...
and gets plenty lively...with her!



JESSE L. LASKY and WALTER MAC EWEN
present

CLAUDETTE COLBERT • JOHN WAYNE

in MERVYN LEROY'S production of



Without Reservations



with DON DeFORE • ANNE TRIOLA and Miss LOUELLA PARSONS

Produced by JESSE L. LASKY

Screen Play by ANDREW SOLT





1. FACES AND FIGURES change with the years. So do your eyes! But glasses can't change. That's why one pair of glasses can't keep your eyes sharp and comfortable forever. You can be sure when your eyes need new glasses—just have eyes examined regularly!

Are your eyes and your glasses still happily married?

2. SECOND HONEYMOON for your eyes when you take advantage of the services of your Optometrist, Ophthalmologist and Dispensing Optician. Your new eyeglass prescription may be made with Soft-Lite Lenses which bring you extra comfort through protection from glare.



Your eyes make the difference—have them examined regularly!

Soft-Lite Lenses

IN YOUR GLASSES—for eye-correction PLUS glare-protection: LOOK BETTER on you—slightly flesh-toned. Professionally prescribed when needed to make seeing more comfortable.

There is only one Soft-Lite... identified by this certificate



SOFT-LITE LENS COMPANY, INC., NEW YORK • TORONTO • LONDON

LETTERS TO THE EDITORS

CONTINUED

participation in power politics will avoid war? Great Britain tried it during the '20s and failed. We must learn to consider Russia a nation with people just like ourselves rather than fear it like the Communist party in the U.S.

K. J. OLLENDORFF

Chicago, Ill.

Sirs:

Congratulations on "Why Kid Around?" No greater problem exists in the world today than that of our relations with Russia. There is no reason why the two systems, Russian and free enterprise, cannot exist side by side. Many people here say that we must understand Russia, but it is about time the Russians tried to understand us. We are tired of having the Russian delegate throw monkey wrenches into the machinery of the U.N. We are tired of having our soldiers and representatives rudely pushed around, of having American property seized and of seeing territory overrun in violation of principles established by Franklin Roosevelt and our Allies. We insist on friendship with Russia, but, as Mrs. Eleanor Roosevelt has aptly said, "Understanding is a two-way street. . . ."

JAMES W. GENARD

New York, N.Y.

Sirs:

Stop kidding around—yes, indeed. If Hitler should still be alive, as many people believe, he must have revived that little dancing jig of joy. For he now finds himself at long last on the side of the angels and his only mistake—that of being ahead of his times. If only he could have timed things better, for he was the noblest Russia hater of them all!

CHRISTINE C. REID

New York, N.Y.

Sirs:

. . . This forthright editorial is long overdue. . . . You have called a spade a spade. There are signs, too, that the State Department, after all, knows a spade by its right name and may begin to pronounce it.

GILBERT B. RICHARDS

East Greenwich, R.I.

EDUCATION

Sirs:

Am I correct in assuming that Pennsylvania State's fishing class (LIFE, May 27) will lead eventually to the establishment of the degree of



Baccalaureus Scientiae Piscatoriae? Would it not be advisable for preparatory schools to take up suitable courses in minnow-seining, hook-baiting and fish-frying, which must be prerequisites for Penn State's more advanced studies? . . .

TOM E. MOORE

Canton, N.Y.



For a zesty sandwich filling: Sals 4 tsp, French's Mustard, 3 tbsp, salad dressing, dash French's Worcestershire Sauce with 1/4 cup peanut butter, 1/4 cup ground, cooked ham. Men go for this!



Also made in Canada

BE A BETTER SHOT!

GET MORE GAME
SAVE SHELLS...

with the
sensational
NEW

Nydar

SHOTGUN SIGHT

⊙ Gives the shooter greatly increased accuracy. Puts a "bulls-eye in the sky"—projecting a dot and circle into space, indicating center of impact of shot charge. Helps determine range and correct lead. Ideal for all types of shooting—game, trap, or skeet.

⊙ Nydar is a reflector type sight built around precision optics on same basic principle used for aircraft guns. Strongly made to stand hard field usage. Can be mounted on any type of shotgun. \$27.45 plus installation.

If your dealer can't supply, write for illustrated folders—Swain Nelson Company, 2345 Glenview Road, Glenview, Illinois.



CONTINUED ON PAGE 11

"But, dear, what's wrong with the fur coat I have?" asked Elsie

"WHAT KIND of woman are you anyhow?" bel-
lowed Elmer, the bull. "Discouraging a guy at
the beginning of a great career! Telling me you *don't*
want a mink coat, you *don't* want to bathe in cham-
pagne! What do you want? . . . Suppose I make you
famouser than Borden's ever did?"

47¢ OUT OF EVERY DOLLAR GOES TO FARMERS



"That'll take some doing, won't it?" smiled Elsie,
the Borden Cow.

"And I'm just the bucko to do it. You see, I," an-
nounced Elmer pompously, "am going in the food
business! And what do you think of *that*?"

"I think the idea is fine," answered Elsie. "And I
think it's *doubly* fine that we live in a country where
any one can start a business if he has a mind to—even
you. But, dear, aren't you forgetting we *are* already in
the food business?"

"How can I forget it," thundered Elmer, "with this

16¢ ANOTHER 16¢ GOES TO BORDEN EMPLOYEES



Borden's Annual Report staring me in the face? Look
at the money they took in last year! 459,454,000 beauti-
ful DOLLARS!"

"Don't put it that way, Elmer," said Elsie. "Let's
say Borden's provided people here and in Canada and
our forces overseas with that many dollars' worth of
fine, nutritious foods. And don't overlook the huge
sums Borden's paid out. They paid farmers and pro-
ducers alone more than 216 millions of those beautiful
dollars for milk and cream and things like soy beans
and fruit and eggs."

"Oki oki oki!" impatiently sputtered Elmer. "I'm all
for giving the farmers what's coming to them. But I'm

26¢ 26¢ GOES FOR OPERATING EXPENSES



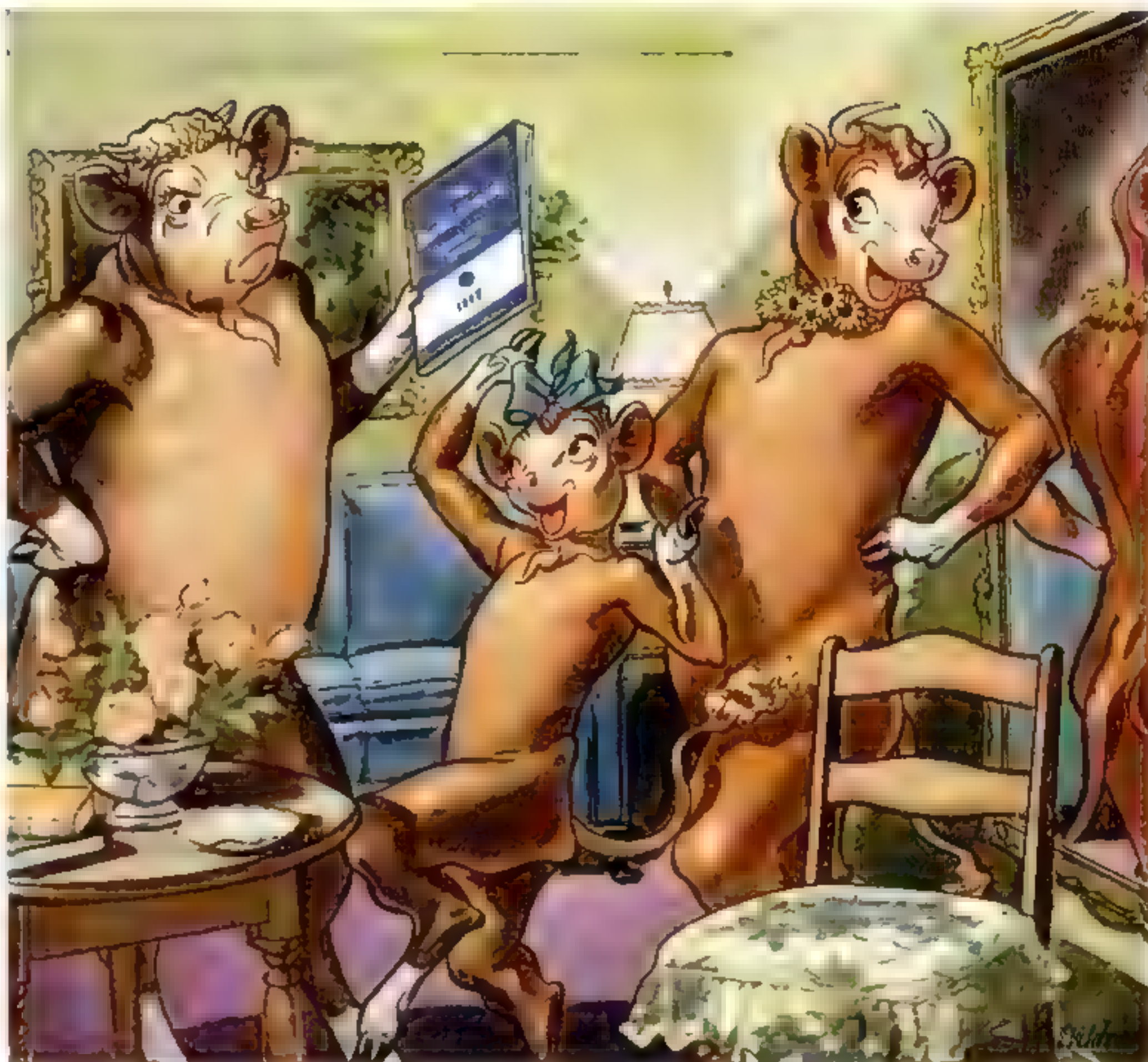
smart enough to find some other way to cut corners."

"You *can't* cut corners," warned Elsie, "when you
turn out *fine* foods like Borden's ice cream, and cheese,
and evaporated milk and get them to city folks. That
takes lots of people and lots of money. Why, last year
28,000 employees worked at processing and distribut-
ing Borden products, and their wages and salaries
totalled 74 million dollars."

"If that's the way Borden's wants to do business,"
said Elmer, "that's *their* business. I got special, private
plans of my own. And I'm *still* going in the food busi-
ness!"

If it's the kind of fighting spirit that makes suc-
cessful businesses like Borden's!" applauded Elsie. "If
you're bound and determined, I'm all for it. But, dear,
I do hope you've thought about operating expenses."

"Operating expenses," puzzled Elmer. "Don't tell
me I'm going to have to shell out to surgeons, too!"



"Don't be an old silly," laughed Elsie. "Operating
expenses in a business like Borden's means money paid
for coal and power and telephones. It means money
for gas and oil for trucks, not to mention such vital
items as sugar and supplies like bottles, containers,
and packing material."

"Chicken feed! Chicken feed!" poohooed Elmer.

"Chicken feed!" cried Elsie. "Do you call 118 million
dollars *chicken feed*? That's what all those things
amounted to at Borden's in 1945. Then, there's the
6 million dollars we had to put aside to replace worn
out equipment and buildings."

"Aw, there must be a better way to run a business,"
doggedly persisted Elmer. "There must be some place
you can cut down."

7¢ AND 7¢ GOES FOR TAXES



"One place you'd better *not* cut down," warned
Elsie, "or you'll find yourself out of business. That's
the little matter of *taxes* to federal, state and local gov-
ernments, wherever your company operates. . . . To give
you just the *ghost* of an idea how these taxes mount up,
I'll tell you that Borden's tax bill last year was 33
million dollars."

"Some ghost!" mimicked Elmer. "To listen to you,
Borden's is down to its last pair of shoes, and they have
holes in them. Better sell that Borden stock you got
tucked away."

ABOUT 2% IS LEFT FOR THE STOCKHOLDERS WHO
OWN BORDEN'S



"Certainly not," chirped Elsie. "That stock makes
me one of the 49,000 folks who own the company and
share in its earnings. Last year those earnings amount-
ed to 12 million dollars, or about 2½ cents on every
dollar's worth of products sold. Part of this money was
divided among the stockholders as dividends, and the
rest was put back into the business."

"Back in the business!" gasped Elmer. "What in tar-
nation for?"

"To keep it sound and strong in the future," an-
swered Elsie. "A sound company is a good company,
you know. And if it's Borden's, it's *GOT* to be good!"

— if it's Borden's.
it's got to be good!



TUNE IN
THE BORDEN RADIO SHOW
— CBS —

See your paper for time and station

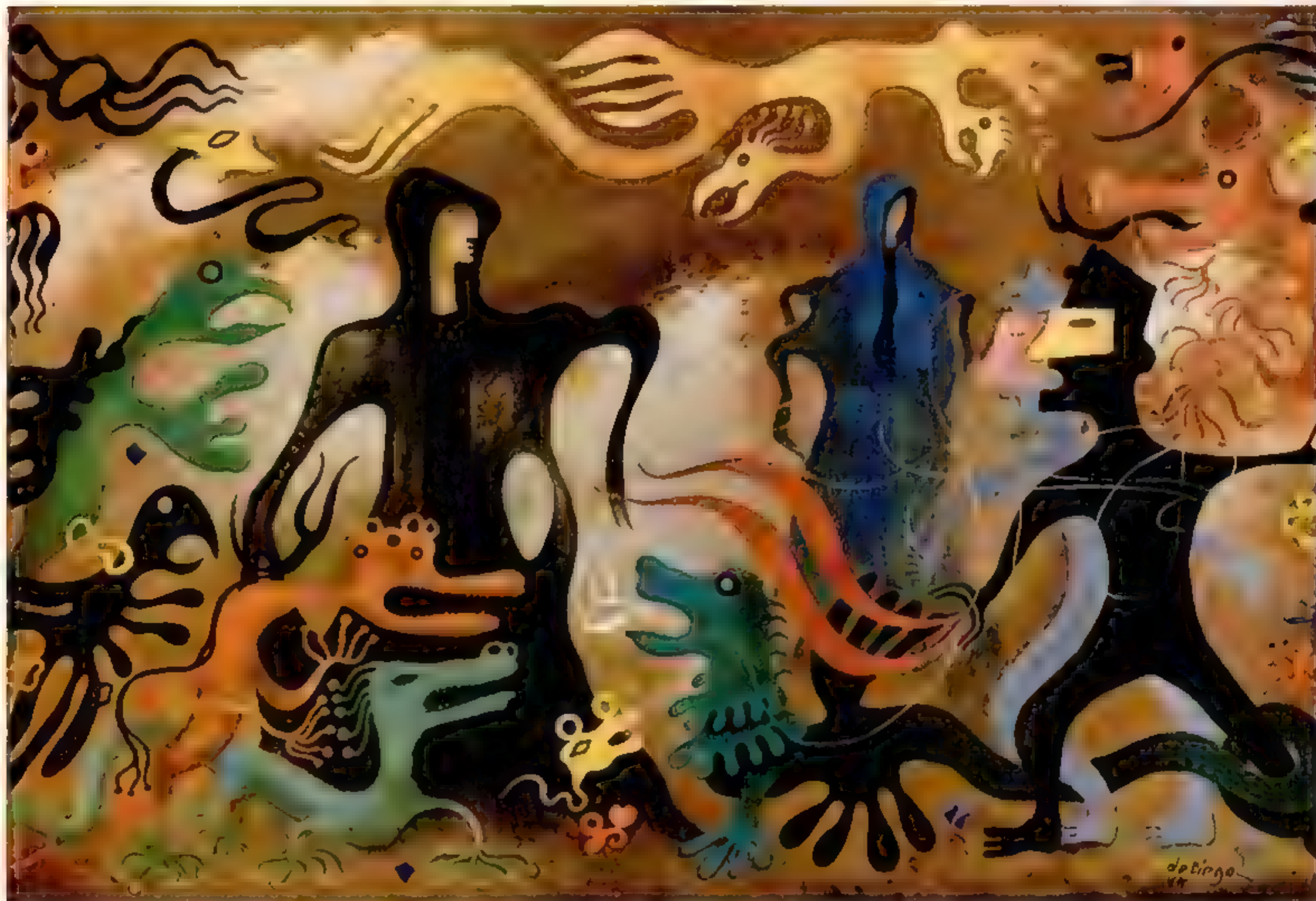
ALL PICTURES drawn on the
human heart are the colors
of experience. A face departs, a
hope is cancelled, a word cuts with
a sword. Then the dark painting
reflects the dark mood, and fantastic
shapes will not go. So the
composer, young Berlioz, portrayed

THE CAPEHART



The full glory of symphony, quartette or choir is always at the command of owners of the new Capehart phonograph-radio. For electronic research has given this brilliant instrument a revolutionary new tonal system that brings music into the home with a vibrancy and life equaled only by the original instrument or the human voice. Distinctive cabinets, each of authentic period design, are created by skilled furniture craftsmen (Capehart television, when presented, will be of traditional Capehart excellence.) Prices: The Panamuse by Capehart, \$300 to \$675. The Capehart, \$895 to \$1500

Witches, spirits and weird shapes symbolizing a sometime confusion of the mind weave through this interpretation of Berlioz's *Symphonic Fantastique*, painted for the Capehart Collection by Julio de Diego



Portions of reproductions in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or from Capehart Division, Farnsworth Television & Radio Corp., Fort Wayne 1, Indiana

his own confusions. Yet even in
life's tempestuous moments, music
can be a calm. To shadow, it is light,
to storm, a clearing. To the high
wind that cudgels the trees, it
is a break and a wall. You can enjoy
this music, today, with the new
Capehart and the new Farnsworth.

THE FARNSWORTH



The new Farnsworth radios and phonograph-radios combine quality of performance with modest cost. And in these new instruments, electronic research has evolved a tone so true and full of life that you seem actually present in the concert hall. Cabinets are offered in a wide variety of period and modern design: table models, chest-side types, portables and phonograph-radio combinations, some equipped for FM. (Later, Farnsworth television will offer you the same blending of quality and economy.) Convenient purchase terms. Radio and phonograph-radio prices: \$225 to \$350

FARNSWORTH TELEVISION & RADIO CORPORATION

R. W. AYER & SON



Your MAGIC CARPET to Happier Holidays

A full vacation, or just a couple of days away from it all? Here's your modern magic carpet . . . swift, luxurious Capitaliners!

All you have to do is decide which of many pleasures you'll want to enjoy. Surf or sun . . . brisk mountain air . . . trout-teeming streams . . . or metropolitan fun-spots. The choice is yours . . . by Capitaliner!

The cost? Why fares have never been lower! Just ask your CAPITAL AIRLINES ticket office or travel agent!



LETTERS TO THE EDITORS

CONTINUED

HARVARD HUMOR

Sirs:

With regard to your story, "Harvard College Humor" (LIFE, May 27), we have led the *Lampoon's* stuffed this astray; and we proved that they don't know a college girl when they see one, but we did not jab holes in their punchbowl.

THE EDITORS OF THE "CRIMSON"
Harvard University
Cambridge, Mass.

Sirs:

. . . We did not throw the *Crimson* men out of the contest hall, only out of our dance when they tried to crash the gate.

LEVIN H. CAMPBELL III ('47)
The Harvard *Lampoon*
Cambridge, Mass.

LADY PLUMBERS

Sirs:

Concerning your recent movie review of *Cluny Brown* (LIFE, May 27). . . I have no doubts that Mrs. Ellis is the better plumber. Still, with all her flaws I would prefer having Jennifer Jones fix the plumbing in my house any day.

JERRY KEILSON
San Antonio, Texas

KU KLUX KLAN

Sirs:

So "The Ku Klux Klan Tries a Comeback" (LIFE, May 27). What a night! Exactly one year after V-E Day the Klansmen parade again. They greet each other with a left-handed Hitler salute and they show their disrespect for the American flag by placing it to the left of the speakers' table instead of the right, the position of honor. . . .

ERIC OPPENHEIMER, M.D.
Chicago, Ill.

Sirs:

Why test the atomic bomb on sheep and goats at Bikini? Would it not be a better plan to drop it on the hooded hooligans on Stone Mountain?

ALBERT C. MILLER
New York, N.Y.

Sirs:

. . . Its leader, the "Grand Dragon," should be ousted and blacklisted by the American Medical Association.

L. B. TENNISON JR.
College Station, Texas

● Last fortnight in Georgia, Governor Ellis Arnall started legal action to revoke the state charter of the Klan.—ED.

WILL ROGERS' BOY

Sirs:

Will Rogers Jr. (LIFE, May 27) was never one to trade on his father's reputation, as he has sufficient qualifications of his own to carry him far. Looks as though he must have an ex-soap or corn peddler for publicity director.

G. O. HATHAWAY
Tucson, Ariz.

Sirs:

. . . MY INTEREST IS IN POLITICS, NOT ACTING, AND MY SALARY FROM THE MOVIE I AM GIVING TO CHARITY.

WILL ROGERS JR.
Oakland, Calif.

NOTE THAT ANGLE



Bent like a dentist's mirror
to reach more places



COMPARE THIS TOOTHBRUSH with any other. You will see two important differences. First note the way the small head is bent at a sharp angle. Then note the thin shank near the head. These features make it easy for you to reach every exposed surface and crevice of your teeth—back and front, inside and out. The unique design of the Squibb Angle Toothbrush was developed after long study by a practicing dentist. You'll find this brush remarkably efficient. Your choice of hard or medium bristles.

Listen to Academy Award Theatre every Saturday 7 P.M., E. D. S. T., —CBS Network

SQUIBB *A name you can trust*



"WELL, SIR, I JUST OPENED THE SPECIAL SERVICE FILE."
"AND THERE SHE WAS!"

SPEAKING OF PICTURES...

GI'S BLOWZY FRAULEINS HURT GERMANS' FEELINGS



SHEPPARD DRAWS FRAULEINS

Some of the most caustic and hilarious comment on fraternization and other aspects of the American occupation of Germany has been coming lately from the pen of a 20-year-old GI cartoonist named Don Sheppard from Mill Valley, Calif., now in Altdorf, Germany. In February, Sheppard began drawing eight cartoons a month for the southern Germany edition of *Stars and Stripes*. The cartoons featured frauleins who, unlike the neat, apple-checked blondes GIs are supposed to find so alluring, are fat, sloppy and of

enormous blowziness. The cartoons, said Sheppard, were intended "to discourage soldiers from taking their fraternization . . . too seriously." But last month, by which time Sheppard was introducing the problem of newly arrived GI wives (see p. 15), Germans were waving that their feelings were being hurt. The Army brass declared that "repeated publication of the cartoons could be offensive enough to the Germans to jeopardize our occupation program" and lamped down on Sheppard. His bitter, funny drawings were ordered toned down and *Stars and Stripes* was ordered to print no more than three a month.



"OH, YOU LOOK ALL RIGHT."
"I'LL JUST TELL HIM YOU'RE MY POOR, STARVING COUSIN FROM THE RUSSIAN ZONE."



"OH, JA, PAPA WAS IN THE PARTY—BUT CHUST AN
A SOCIAL OBLIGATION"



HELP YOUR CHILD GET AHEAD FASTER!

No matter what marks your child received in school this term . . .

—chances are you can help him *now* to get *better* marks when school opens again next fall. Here's why —and how . . .

Tests made by educators among thousands of school children reveal that when work is typed . . . *marks definitely improve!*

So get your child a Royal Portable—the portable preferred by teachers because it has the *keyboard and features of an office typewriter.*



Tests by educators prove these facts:



17% more work done! According to school research, the average student does *17% more work* when he uses the quick and pleasant typewriter instead of the slow and tedious pen. Gone is his old dislike of homework! Typing turns theme-writing, notebook-keeping into fun!



40% fewer misspelled words! Your child's reading habits have accustomed him to seeing *printed* words. Thus, errors which often go undetected in longhand are quickly caught by him when typing. In the same way, typing reduces errors in English as much as *32%*!



The right machine for your child! The Royal Portable is the *standard typewriter in portable size*—with such work-saving features as these: (A) "Magic" Margin for *quick and easy* margin-setting. (B) Shift Freedom, no "bobbing carriage" when making Capitals. (C) Speedy Finger-Flow Keyboard, standard in size and key slope. (D) "Touch Control" which adjusts key tension to individual *speed and touch.*



Easy self-teacher comes with every Royal. With it, many people soon learn to type 30 to 40 words a minute! Quiet De Luxe Model shown, \$66.74, plus tax. Also available, Arrow Model, \$56.38, plus tax. All prices subject to change without notice. P. S. Royal Portable deliveries are increasing daily.



Opportunity knocks for the student who types! He gets chances to make money typing for friends. Or has the fun of school newspaper jobs. Later, in the business world, typing skill often opens the door to success for boys as well as girls. See your Royal Portable dealer today!

ROYAL PORTABLE

THE standard typewriter
in portable size

"Magic" and "Touch Control" are registered trade marks of the Royal Typewriter Co., Inc.

SPEAKING OF PICTURES

CONTINUED



"BUT SHE'S MY WIFE, MEINE FRAU
FROM AMERICA. CAN'TCHA UNDERSTAND?"



"HAWKINS, THE PRESENCE OF YOUR DEPENDENTS
ON THIS POST DOESN'T MEAN THEY MAY ASSIST IN YOUR DUTIES"



If You're Nobody's Sweetheart Now...

Next Time, Remember—



Colgate Dental Cream Cleans Your Breath While It Cleans Your Teeth!

DON'T take unnecessary chances with your breath! Use Colgate Dental Cream twice a day and before every date. Colgate's active penetrating foam gets into hidden crevices between teeth—helps clean out decaying food particles—stop stagnant saliva odors—remove the cause of much bad breath. And Colgate's soft, safe polishing agent cleans teeth thoroughly yet gently—brings out their natural sparkle and beauty! Yes, Colgate Dental Cream cleans your breath while it cleans your teeth!

SCIENTIFIC TESTS PROVE
THAT IN 7 OUT OF 10 CASES,
COLGATE DENTAL CREAM INSTANTLY
STOPS BAD BREATH THAT
ORIGINATES IN THE MOUTH!



Use
COLGATE DENTAL CREAM
Twice a Day—and Before Every Date

"What d'you mean,
'Guess
who'?"



No, Son . . . she didn't peek.

She didn't have to. Something that's
been tagging you for too darn long
tipped her off.

Brace yourself, Boy . . . but underarm odor
gives you away like a calling card.

Sure, sure . . . you showered. That took care of *past* per-
spiration. Swell. But MUM protects you against risk of
future underarm odor . . . for a whole day or evening.

MUM's safe. Won't harm your shirt or skin. A cinch
to use, too . . . goes on in *seconds*.

Think it over, Man . . . and act. Get MUM today
and *really* surprise her tonight!



Product of Bristol-Myers

Mum helps a man make the grade

LIFE'S REPORTS

GIs AT HARVARD

They are the best students in college's history

by CHARLES J. V. MURPHY

Were he alive today, Harvard's late distinguished president, Abbott Lawrence Lowell, could hardly be comforted by what is going on at the university, over whose affairs he presided for 24 well-regulated years. Today there are kiddy cars and sandboxes behind Phillips Brooks House. On the banks of the Charles River there has appeared what the fastidious Mr. Lowell could only regard as slums—a tight little colony of workers' cottages, six-family, one-story affairs, all buff-colored, all exactly alike and occupied by student-veterans, their wives and children. All but the most austere faculty members have taken in boarders. And in the fine Houses which Mr. Lowell caused to be built in the hope of inculcating a taste for the circumstances of the "young gentlemen" the carpenters are busy installing double-decker beds; "chow lines" fill the handsome dining halls with an unwonted cafeteria clatter.

Mr. Lowell was a squire. He loved Harvard, which he gradually made over into his own image. The Harvard of his day was composed of young undergraduates who were either well-connected locally or else were outstanding students seeking the most urbane education to be found in America. The well-connected ones immersed themselves, though not too deeply, in a cosmopolitan liberal arts course in which the goal was a gentleman's C. At the end of four years, with some knowledge of the humanities and a disconnected smattering of the social and natural sciences, they went off to waiting jobs in Wall Street or the family bank or mill or to study law. The "grinds," for their part, in the process of preparing themselves for the learned professions, presumably had the rough corners smoothed off and the mark of Harvard impressed forever on their manners.

For young men with the means or the brains to gain entree to this atmosphere where "gentlemen . . . have become scholars and scholars . . . gentlemen," Mr. Lowell's Harvard was a wonderful place. All by itself it represented a golden age in American education. A student had full access to some of the most stimulating minds in America: A. N. Whitehead, Graham Wallas, Josiah Royce, Charles Townsend Copeland. Today these men are all gone or retired. But even if the great minds were still available, only a handful of students could ever hope to achieve the footing of intimacy that was the rule in the past. Harvard, like all the other great universities, is bursting at the seams. A single course like Gov. 1—the basic course in modern government—is attended by nearly 500 students. Popular courses in economics and history draw classes of 200 to 300 students. Professors are overworked. An exchange professor from Cambridge, England, accustomed to the English habit of leisurely bird walks or bicycling trips with promising students in the afternoon, has found himself buried in paper work "like a business executive."

Harvard College normally has 3,500 undergraduates; for the entire university, with its constellation of graduate schools, the figure is about 8,000. But the war, by drawing off all the young men, created an enormous educational deficit, which today provides all U.S. colleges with their greatest problem. Harvard has its own backlog of 4,700 students to deal with—undergraduates and boys entered in the freshman class who went off to war before completing or even beginning their college education. Two, three, four and even five years older, these young men have returned, only to find that they must compete for seats in the lecture rooms with the normal annual crop of boys who come along, war or no war.

In the past, cash—or the lack of it—intruded a filter. But the GI Bill of Rights, by ruling that anybody who served 90 days or more of active duty in the armed forces is entitled to free college education, has temporarily knocked out that remorseless screen. Moreover the high wages of industry created a unique class of war workers in their late 20s and early 30s with cash in the bank and a fierce ambition to possess the col-

lege education which to them means the difference between dreary anonymity and a career.

Harvard College alone has received requests for admission from 25,000 veterans. By Harvard's traditional standards most of them would be called "poor boys"—young men of no connections and unremarkable scholarship. Many seem to be veterans at loose ends just shopping around. (One hopeful applicant had to be told that Harvard gives no courses in either plumbing or welding—not yet, anyway.) The great majority, however, are indeed earnest. But how to choose among them?

In a conscientious effort to break the war-fostered backlog—and still keep up the quality of teaching—Harvard, with all the other big schools, is opening up its enrollment at unprecedented speed. The first postwar class began in February with almost 2,750 students; the figure will go to 5,500 in September and to 6,000 in February, or nearly double the normal enrollment. A similar but not so drastic expansion is taking place in the graduate schools, with the over-all figure for the university scheduled to rise to 12,000 (from an optimum of 8,000) by February.

With something like 10 requests for every place in the college (and another 10 for every one in the business school), Harvard has ruled between these with conspicuous fairness, allotting half of the places to Harvard veterans and the other half to non-Harvard veterans and this year's high-school and prep-school graduates. Concerning these last, Paul H. Buck, provost of the university, has decided, "It was the accident of age, not choice on their part, that kept these boys from service. To deny them education would merely perpetuate in peacetime the sort of backlog the war has already created among the veteran group."

At Harvard the qualifications of veterans are passed on by a jury of their peers—a committee of six veterans drawn from the Harvard faculty. Their recommendations go up to the Committee on Admissions, comprising the deans and other university officers, and are rarely questioned.

Veterans are no novelty under Harvard's tranquil elms. It is, after all, an old place—three centuries and 10—and it has seen many American wars. But it cannot remember a group to equal the present one. For seriousness, perceptiveness, steadiness and all the other undergraduate virtues, it is the best in Harvard's history—"the most mature and promising students Harvard has ever had," says President Conant.

"The window gazers and the hibernators have vanished," says

CONTINUED ON NEXT PAGE



WIDENER LIBRARY STEPS are trod today by most mature and promising undergraduates that ever entered Harvard. They want education—fast.

There is Only One

"JOCKEY BOY"

Jockey became a "winner" in men's underwear support and comfort the day it was born. It is well "out front" in the U. S. A. today, and is sold throughout the civilized world. "Jockey Boy" symbolizes the internationally known brand of underwear—JOCKEY. Pick a "winner" by the brand it bears! Only Jockey brand bears the "Jockey Boy."



There is Only One Jockey

REG. U.S. PAT. OFF.

UNDERWEAR



Jockey
Shorts

Favored by men everywhere because of its exclusive support comfort features—Only Jockey brand underwear has the patented Y-Front construction ... scientifically perfected for correct masculine support. Only Jockey has the "friendly" pouch structurally cradled for gentle, bracing, buoyant uplift. You'll appreciate its convenient No-Gap opening ... its bulkless crotch ... its smooth seams properly placed for complete freedom of action without binding or chafing ... and the extra all-round comfort of Jockey's soft knit fabric. Whether you wear longs or shorts, you'll find these unmatched Jockey support and comfort *exclusives* ... but only in the garment bearing the label—JOCKEY. We hope that retail stocks will soon be sufficiently plentiful to ease your shopping. Keep looking for the "Jockey Boy."

THERE'S ONLY ONE JOCKEY

It's a Brand... It's a Trade Mark... It's Made By

CoopersTM
KENOSHA WISCONSIN

Jockey Underwear

Licenses for Canada, Moodies; for British Isles, Lyle & Scott; for Australia, Speedo Knitting Mill; for New Zealand, Lane-Walker-Rudkin; for Switzerland, Vollmoeller



Keepsake

A GENUINE REGISTERED
DIAMOND RING
MADE WITH 14K-18K GOLD



You'd be Proud too!

You'll know that his love for you is deep and everlasting, when he gives you the most treasured of all diamond rings, a Keepsake. Only one diamond in hundreds meets the high standards of excellence maintained through six decades by Keepsake, the most famous name in diamonds. Quality and value are assured by the name "Keepsake" in the ring, and the Keepsake Certificate of Guarantee and Registration.

At your Keepsake Jewelers . . . \$100 to \$500.



All rings illustrated available in white as well as natural gold. Rings enlarged to show details. Prices include Federal tax.

A. LOWELL Set	300.00	B. HEATHER Set	362.50	C. LAWRENCE Set	600.00
Engagement Ring	200.00	Engagement Ring	350.00	Engagement Ring	500.00
Also \$350		Also \$100 to 2475			

KEEPSAKE DIAMOND RINGS
A.H. Pond Co., Inc.
120 E. Washington, Syracuse 2, New York

Please send this useful 20-page booklet "The Etiquette of the Engagement and Wedding" a complete guide to social correctness in planning the betrothal and wedding events . . . with illustrations and prices of Keepsake Rings and the names of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

Name _____
Street and No. _____
City _____



THE LATE PRESIDENT, LOWELL

LIFE'S REPORTS CONTINUED

one professor. "This crowd never takes its eyes off you." A third says, "You've got to be awfully careful. These kids have been everywhere; they have stored up an enormous amount of information." A fourth finds, "Sure, there are plenty of radicals—but there's not much ideology. These men don't want to tear everything down; they want to make the existing system work better." And Provost Buck, who has been on the faculty for 20 years, has decided, "There is a strong strain of idealism in most of these young men. They want to do a job."

There is no denying that the current crop of veterans—the pick of the five-year backlog—is a remarkable body of students. Half were officers; the average age on admission (now dropping) was 23½ years; one out of five is married. One man is in his 40s and several men are in their 30s. Ten percent of the present undergraduate veterans is in the 25- to 28-year-old level.

This last figure is significant. All but a handful had stopped their schooling from three to six years before the war caught them up. They were part of the depression debris. One was proprietor of a roller-skating rink. Another was a seed salesman. At high school, by and large, they were conscientious but not notable students. Then in the war they found themselves, made good records, became leaders. And now, seven to ten years late, half of them married, many with young children, they return determined to possess the college education which they had feared was lost forever. And in weighing their claims Harvard is inclined to shrug off the old school records and be guided by a man's war record—by what Dean Davis of the business school calls "demonstrated capacity and character, the qualities likely to provide informed and responsible leadership in a community."



"Oh, Mommy! Goody, GOODY! You got me Nazareth undies!"

Whether you have babies or big boys and girls, you're SURE of sturdy, comfortable underwear when you buy Nazareth by name! So, ask for it and really save money!

Nazareth

FROM HI-CHAIR TO HI-SCHOOL

M-M-MM!
cream cheese with
French's
WORCESTERSHIRE
SAUCE!

Mix a teaspoonful of French's Worcestershire Sauce with ½ package of cream cheese (3 oz. size); spread on crisp crackers. Wonderful appetizers—wonderful flavor!

TOPNOTCH QUALITY
AT HALF
THE PRICE

CONTINUED ON PAGE 21

PRIMER OF PERFECT PROTECTION



is for Sirloin **FROZEN**

sealed in juicy, mouth-watering succulence for eating whenever wanted

and for Sweet Corn **FRESH**



held in delicious, just-picked tastiness and tenderness from stalk to table

YOU'LL soon be in for out-of-this-world taste thrills from many, many foods — fresh or frozen — because they will be reaching your table flavor-locked in **PLIOFILM**.

The miracle of this shimmering, transparent wrapping keeps goodness *in* and spoilage *out*. For **PLIOFILM** is air-vapor-moisture-proof. It seals in and holds for you all the fresh flavor, juiciness and vitamins of fruits and vegetables — brings them to you with that just-picked taste.

And **PLIOFILM** wrapping on perishables to be frozen — such as poultry, peas, sea foods — means perfect storage for months without

loss of taste or texture, because **PLIOFILM** prevents “freezer burn,” dehydration, shrinkage or flavor loss.

Countless tests by leading food packers and agricultural colleges have proved these **PLIOFILM** wonders. Now, with this wrapping magic returning, choice foods will be reaching you at their choicest — flavor-fast in **PLIOFILM**! Packagers: write Goodyear, Chemical Products Division, Pliofilm Dept., Akron 16, Ohio.

IF YOU HAVE A FREEZER LOCKER — plan to use **PLIOFILM** lined cartons, sheets and bags. Soon to be available at all locker plants.

Pliofilm
A PRODUCT OF GOODYEAR RESEARCH



Pliofilm — T.M. The Goodyear Tire & Rubber Company



"Speaking of shopping..."

LISTEN TO THIS!"

"The things I find myself buying!..."

"Enough paper clips in a year to fill a freight car... telephone poles by the hundreds of thousands... tons and tons and tons of paper for your telephone directories..."

"You see, I'm the 'shopper' for the country's Bell Telephone companies. I'm a careful buyer... study markets all over the world... I get the best and know how to save by buying in large quantities from all sections of the country.

"That's one reason why our nation's telephone service is the world's most economical... as well as the world's best.

"I'm the *manufacturer* for the Bell System, too. I *distribute* the telephone apparatus I make, and all manner of supplies that I buy, to the telephone companies. To top it off, I *install* central office equipment.

"Remember my name..."

"It's Western Electric."



MANUFACTURER...
of 43,000 varieties of
telephone apparatus.

PURCHASER...
of supplies of all kinds for
telephone companies.

DISTRIBUTOR...
of telephone appa-
ratus and supplies.

INSTALLER...
of telephone central
office equipment.

FOR THE BELL SYSTEM

Western Electric

INSIDE Paramount

*If you have ever needed
a woman's love...*



*If you are living
your life to make
one man happy...*



*Then here is the
emotion picture
of your lifetime!*

Olivia
De Havilland
"To Each
His Own"

with
Mary Anderson • Roland Culver

Bill Goodwin

and introducing

John Lund

Mitchell Leisen
Production

Directed by Mitchell Leisen

Paramount Pictures

LIFE'S REPORTS CONTINUED

These older men are very much on their own. Few can count on the "old man". They are dependent upon the GI allowance. The tuition (\$400) is within the government limit. But with an average room costing about \$30 a month and meals \$10.50 a week, the subsistence allowance of \$65 a month for bachelors is strained to the limit and the \$90 a month for married men is too little.

Yet the veterans seek no sinécure. They share a common fear that their careers have been dangerously, perhaps hopelessly delayed. And so in the common anxiety to make up lost time, the ivy-entwined vision of the "bright wonderful years" has evaporated. Says Mr. Wilbur J. Bender, Harvard's counsellor for veterans, a man of broad sympathy and justice, "There is, on the whole, a grim determination to get along with the job—an almost painful thing to see."

Today the boys from Groton, St. Paul's and, to use the Harvard phrase, the other "small schools" which used to dominate the undergraduate social and political life are being pushed around. A gulf in age, experience and taste isolates the older veterans from the callow youth ignorant of the real world. A marine complains to one of the deans that the cocktail parties around the Yard are "kid stuff." Almost nobody wants to die for dear old Harvard on Soldier's Field. Indeed, a promising half-back informed the committee on admissions that while he was prepared to play football if it would insure his getting into Harvard, nevertheless he wanted the fact clearly understood that he would quit if his studies suffered. Contrastingly, the stalls and the reading rooms in Widener, ordinarily quite deserted until just before hour exams, nowadays are crowded all afternoon and evening. Of the veterans less than 1 in 100 has flunked.

In the Harvard of the veterans the humanities have been pushed into third place—with the social sciences (economics and government) standing first as fields of concentration and the natural sciences next. Many of the old stand-bys stand neglected—especially the Greek and Latin courses. Logic draws only one third as many students as crowd into Payson Wild's Gov. 4 (International Relations) and only one fifth as many as Gov. 5 given by William Yandell Elliott, a New Dealer.

**All the world is serene
In that moment supreme
When I'm smoking
My Blackstone Cigar**



"Well, Mother, we've come a long way together since these pictures were taken. Two things I'll always be thankful for ... your love, and the relaxation of a Blackstone Cigar."

Who can say how many thousands of smokers feel exactly that way? Because, for years, Blackstone has been famous as a cigar that's extremely mild and mellow, yet completely satisfying. Blackstones are filled 100% with the finest long-leaf Havana tobacco. Also, Blackstone Cigars are made in one of the most modern cigar plants in the world. Waitt & Bond, Inc., Newark 5, N. J.



Relax with

Blackstone Cigar
the choice of successful men

FAVORITE SIZES: PERFECTO EXTRA, CABINET EXTRA, KINGS, PANETELA DE LUXE, BANTAM

Never a Dull Moment!

SIMONIZ Now...To Prepare Your Car for Vacation Travel



Miles of vacation driving ahead. Enjoy them more by SIMONIZING now! Then your car always sparkles like new.

The beauty is safe, too, from scorching sun...ever-present scratchy grit and corrosive airborne chemicals. They can't dull and destroy the finish. SIMONIZ also saves you many a car washing. Dust and dirt wipe off with a dry cloth and your car is as bright as ever. Get SIMONIZ and Simoniz Kleener—the sooner, the better!



If the finish of your car is exceptionally dull, use Simoniz paste Kleener first before applying Simoniz. Otherwise, restore the luster with Simoniz liquid Kleener. Get SIMONIZ and Simoniz Kleener, liquid or paste, from your grocery, drug, paint, hardware, 5 cents to \$1, auto accessory or department store.

THE SIMONIZ COMPANY, CHICAGO 18, ILLINOIS
Recognized for over thirty years as authorities on preservation of fine finishes

LIFE'S REPORTS CONTINUED

knows government from first-hand experience. The deans have an explanation for the feverish interest in government. It is, they think, the product of many factors which add up to a general desire to have careers that are intellectually and spiritually important.

Dean Hanford, a mild, graying man who has shepherded some 20 classes of Harvard men through all kinds of emotional blowups, says he has never known quieter students; on the other hand, when they do get into trouble, it's seldom the kind of trouble that a fatherly lecture will cure. Several veterans have already dropped out for what the dean calls "domestic difficulties," meaning bored, nagging, unhappy wives. And on summoning a freshman to explain an unconscionable number of cuts Dean Hanford was confronted by a composed, self-assured youth in his middle 20s who explained that, after being a pilot on the Hump, it was hard to settle down. Would the dean mind if he withdrew from the first class and laid over a term?

It was with a feeling of relief, the other morning, while passing one of the Houses, that Dean Hanford called his companion's attention to the spectacle of a bed being pushed playfully through a window. "Almost like old times," he said cheerily.

President Conant estimates it will take Harvard three to four years to wipe out its share of the educational deficit caused by the war. And the job will tend to consume most of the available resources of mind no less than of plant. Conant never had much sympathy for the tradition of the "young gentleman." He welcomes what is going on now as a heartening sign that the democratic process of "social mobility" is energetically at work, piercing the class barriers which, even in America, have tended to keep a college education the prerogative of the few.



PRESIDENT JAMES B. CONANT

FAST, COOL RELIEF for HOT, HURTING FEET



Thousands say there's nothing like Mennen Skin Balm to relieve hot, tired, hurting feet. It's recommended by many chiropodists — foot specialists.

You get fast, 3-way relief. Simply massage Mennen Skin Balm on ankles, insteps, toes, and soles of your suffering feet. (1) They'll feel so c-o-o-l! (2) As you rub, your feet relax. (3) This medicated, non-greasy balm helps relieve chafed, rubbed spots, and callouses. It's wonderful to experience.

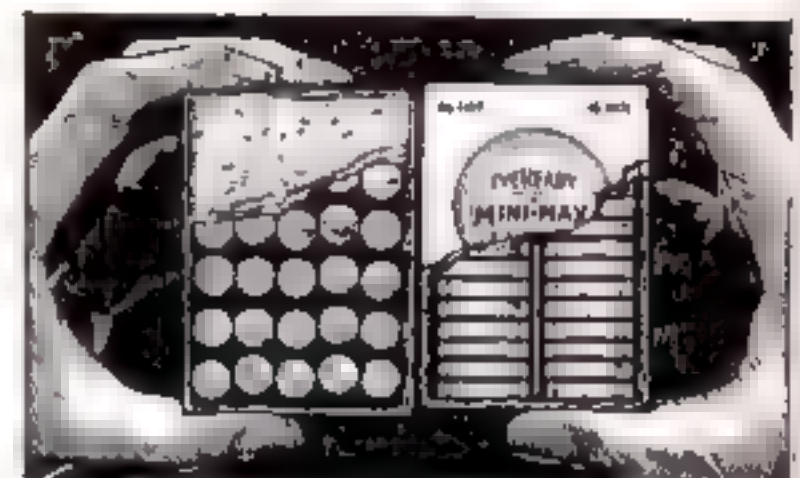
Rub on fragrant Mennen Skin Balm. Notice how relaxed you feel as that flowing comfort spreads through your feet. Get Mennen Skin Balm today.



Reminder: Use Skin Balm every day—see your chiropodist regularly.

Only 50¢

HEARING AID USERS



—Save Real Money!

See how to save many dollars a year! Ordinary battery (left) is made of round cells—nearly one-third of the total space is wasted! But the flat cells of an "Eveready" "Mini-Max" battery (right) contact each other without waste—there's literally much more battery in the same size package!

NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation

The registered trade-marks "Eveready" and "Mini-Max" distinguish products of National Carbon Company, Inc.





- 1. Mrs. Smith** is shopping with her two little children. She's a good wife and mother... but you don't approve of her driving because _____

CAN YOU SPOT THE MISTAKES

these drivers are making

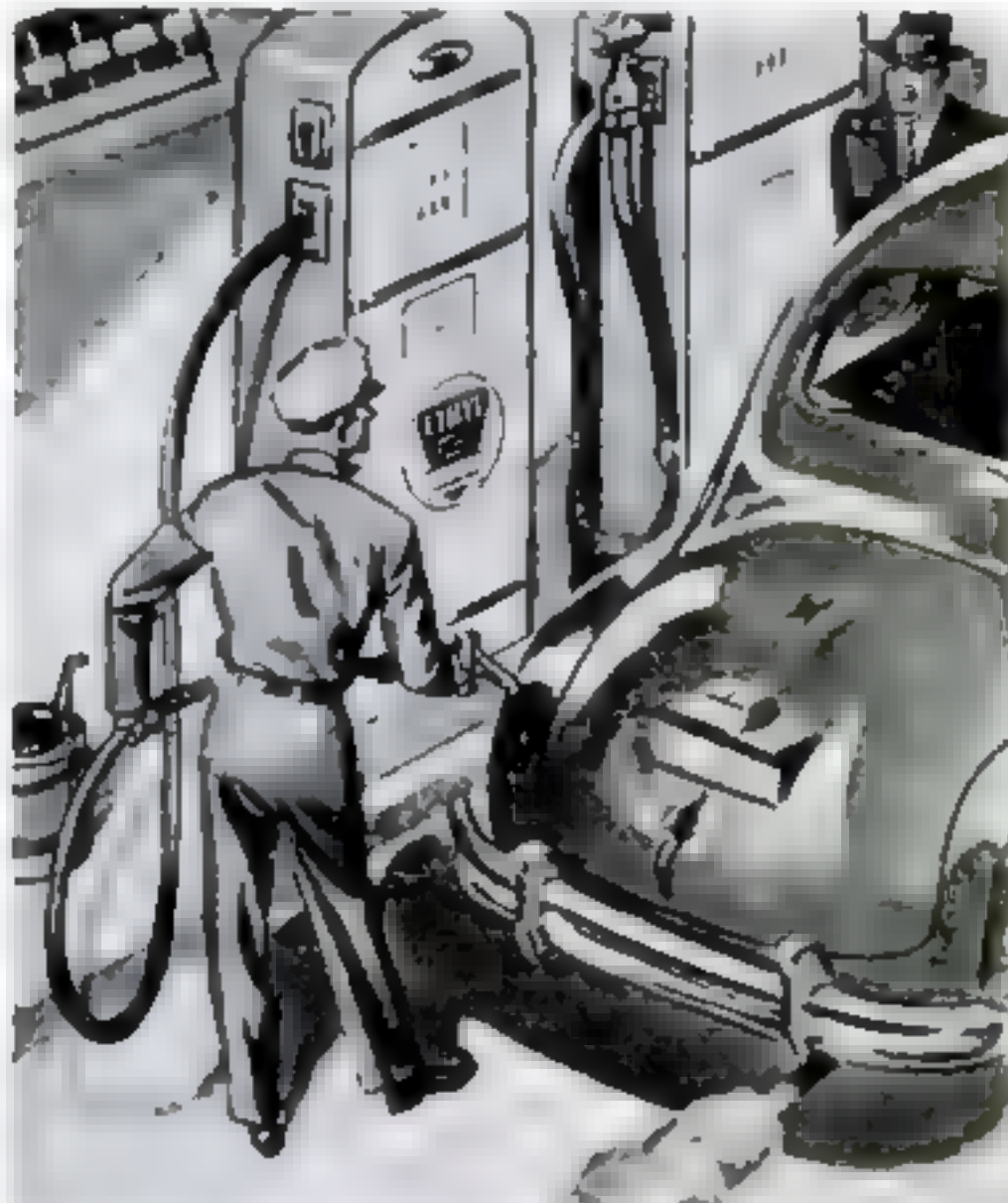
All the mistakes in driving aren't made by reckless, irresponsible "cowboys." Intelligent, normally careful people can make mistakes, too. If the drivers you see pictured below were friends of yours, what would you caution them about?



- 2. Mr. Jones** never exceeds a speed limit or passes a stop sign, but he ought to be more careful about _____



- 3. Miss Brown** is an excellent school-teacher, but she's likely to learn something about driving the hard way if she doesn't _____



- 4. Mr. Johnson** is buying gasoline... but we wish the gasoline station attendant would remind him to _____



- 5. "Chuck"** got permission from Dad to buy a car because he promised to keep out of trouble. Somebody should tell him not to _____

HERE ARE THE ACTIONS YOU SHOULD HAVE SPOTTED:

1. Leaving little children alone in the rear of a car where they can get at the door handles is extremely bad practice. Unless the car has been equipped with special safety latches, Mrs. Smith should keep the children up in front.
2. Getting out of the left-hand door (unless you're very sure another car isn't coming up in back of you) is dangerous. It would be much safer for Mr. Jones to slide across the seat and step out on the sidewalk.
3. Avoid driving on wet car-tracks. If the trolley stops suddenly, Miss Brown may slide into it.
4. To avoid danger of fire, a car-owner with Mr. Johnson's good judgment should shut off his engine. How do we know Mr. Johnson usually has good judgment? That's easy. Look at the gasoline he's buying—it's Ethyl. High-quality gasoline in a properly tuned engine makes for a more responsive car and therefore a safer car. That's why it's a sign of good judgment to ask for Ethyl.
5. Allowing anyone to ride on the running boards—even for a few minutes—is inviting trouble. Maybe that's why most modern cars don't have running boards.

Cooperate with the Police Safety Check

✓ CHECK YOUR DRIVING ✓ CHECK YOUR CAR... CHECK ACCIDENTS!

LOOK FOR THE
ETHYL TRADEMARK



PROFESSIONAL DRIVING

Do you know how to...
Drive safely?
Control a skid?
Take a curve?
Avoid collisions?
This book tells you how to do it all.

FREE BOOK ABOUT DRIVING. "Professional Driving" is a new 72-page, illustrated book for people who want to be better drivers. Written by experts, authoritative. Typical chapter headings: "If You Drive by Night," "Dodging a Head-on Collision," "How to Take a Curve," "How to Control a Skid."

Ethyl Corporation
Post Office Box 144, New York 8, N. Y.
Please send me a free copy of "Professional Driving."

Name _____

Address _____

City _____ State _____

THE DOUGLAS DC-3

Executive Airplane

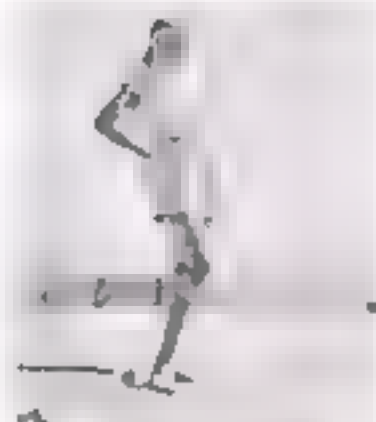


A luxury version of the world's most thoroughly proven airplane—especially equipped for private use. Prices and delivery dates on request.

DOUGLAS AIRCRAFT COMPANY, INC.
Santa Monica, California

LIFE

EDITOR-IN-CHIEF..... Henry R. Luce
PRESIDENT..... Roy E. Larsen
EDITORIAL DIRECTOR John Shaw Billings



LIFE'S COVER

Mary Walters of Los Angeles, shown on cover in a Jewel Walker play dress (see pp. 125-126) is a U.C.L.A. sophomore who is spending her vacations modeling in New York.

MANAGING EDITOR

Daniel Longwell

EXECUTIVE EDITOR

Wilson Hicks

ASSISTANT MANAGING EDITORS

Joseph J. Thorndike Jr.

Edward K. Thompson

EDITORIAL EXECUTIVES

John K. Jessup (Editorials), Robert

Coughlan (Articles), Joseph Kastner

(Text), Bernice Shrifts (Research)

SENIOR WRITERS

Noel P. Busch, John Chamberlain,

Charles J. V. Murphy, Winthrop Sargeant

WRITERS: Ernest C. Havemann (National

Affairs), William Walton (Foreign Affairs),

Julian Bach, Lucien Barlett, Herbert

Brean, Earl Brown, Paul Deutschnau,

Matland Eder, Milton Emanuel, Fred

Feldkamp, Dennis Flanagan, John Jenkins,

Oliver Jensen, John Kay, Richard L.

Lauterbach, Donald Marshall, Fred Mar-

ley, Robert R. Mullen, Tom Prudenox,

Lillian Rixey, Maria Sermolov, Jean Sesser,

John Thomas, A. B. C. Whiggle, Philip

Wootton.

PHOTOGRAPHS & PAINTINGS: Charles T. Lior,

Alan McNab, Margit Varga (Art Direc-

tors), Michael Phillips (Layouts), G. W.

Churchill (Assignments), Dorothy Hoover

(Picture Research), O. A. Graubner (Labo-

ratory), Alma Egginton (Library).

SENIOR PHOTOGRAPHERS: J. R. Eyerman

(Chief), Edward Clark, Alfred Eisenst-

edt, Eliot Elisofon, Andreas Feininger, Herbert

Gehr, Fritz Goro, Bernard Hoffman, Diet-

rich, Tuna McAvoy, Ralph Morse, Carl

Mydans, John Phillips, David La. Se. erman,

Frank Scherschel, George Silk, W. Eugene

Smith, Peter Stackpole.

PHOTOGRAPHERS: N. R. Farberman, Albert

Fenn, John Flores, Marie Hansen, Martha

Holmes, Wallace K. Island, Bob La. try,

George Rodger, Walter Sauters, Sam Shere,

George Sk. ching, Jay Smith, Charles Stein-

heimer, William Vandivert, Hans Wild.

SENIOR RESEARCHERS: Jo Sheehan (Chief),

Joan Werslin and Helen Douel. Copy: Lee

Edington, Gertrude Epstein, Margaret Has-

sett, Madge Brown, Philippa Getty, Shirley

Herrig, Caroline Jensen, Mydis Lash,

Betty Maissen, Ethelred Munroe, Jeanne

Perkins, Valerie Vondermailli, Richard

Vaughan.

RESEARCHERS: Nancy Bean, Mathilde Benoit,

John Bruzza, Irma Buccodono, Mathilde

Camacho, Robert Campbell, Tom Cas-

nichael, Kathleen Carrig, Jean Day, Kay

Doering, Hilda Edson, Mary Leatherbee,

Joan Lewis, Gertrude Lux, H. Richard

Maynard, Jacqu. eune Larnoe, Joan Paterson,

Dorothy Seiberling, Kathleen Shortall,

Jacquelyn Snow, Diana Solman, Jean

Sovakun, Jeanne Stahl, Lucie Stark,

Morton Stone, Janis Swift, Ruth Thomas,

Peggy Thomson, Rachel Turkman, Fran-

cabeth Van Dyke, Rachel Weinberger,

Bishop White.

PICTURE RESEARCHERS: Mary Carr, Margaret

Goldsmith, Natalie Kerek, Ruth Lester,

Maude Nidar, Muriel Pitt, Margaret Sar-

gent, Muriel Trebay.

NEWS SERVICES

DOMESTIC: David Hubbard (Chief), Helen

Robinson (Assistant), Dorothy Sterling,

Jean Snow. Bureau Heads—Washington:

Robert T. Elson, Chicago, Penrose Seuli;

Los Angeles, Sidney L. Jaines. Cor-

respondents: Washington: Jack Bearrownd,

Frances Louison, Gene Farmer, Raymond

Mowrer, David Nishbaum, Milton Orslef-

sky, Elizabeth Watkins. Chicago: Hugh

Moffett, Don Morris, Irene Paint, George

Tuckman. Los Angeles: Hart Sheridan, Roy

Craft, Alice Crocker, Helen Morgan Elliott,

Claude Stanush, Richard Wilam; Atlanta:

Wm. S. Howland, Boston: Jeff Wyle, David

Zeitlin, Denver: Barron Resbour, Detroit:

Fred Collins, San Antonio: Holland Mc-

Combe, San Francisco: Fritz Goodwin,

Martin O'Neill, Seattle: Sidney Copeland.

FOREIGN: Charles Christian Wertenbaker

(Chief of Correspondents), Fulmore Cal-

houn, Eleanor Welch, Bureau Heads—Berlin:

John Scott, Cairo: Harry Zander, London:

John Osborne, Mexico City: W. W. John-

son, Moscow: Craig Thompson, Pacific:

Robert Sherrod, Rio de Janeiro: Donald

Newton, Shanghai: Wm. P. Gray. Cor-

respondents—Berlin: Lewis F. Gittier, London:

John W. Boyle, Monica Owen, Eleanor

Ragsdale, Elizabeth Reeve; Paris: Elmer

Lower, Barbara O'Connor, Rosemarie Red-

lich.

PUBLISHER

Andrew Heskell

ADVERTISING DIRECTOR

Shepard Sink



Pro-phy-lac-tic
NYLON
Tooth Brush

RUMPP WALLETTS

Style Stitched

With NYLON

for Style That Stays Distinctive

Tough, neat stitches provide visible strength and pocket slimness for extra refinement.

Styles for men and women. Smartly compact and complete. Variety of leathers richly colored and full grained.



Ask for other Rumpp leather products in leading stores. Look for the Rumpp trademark.



C. F. Rumpp & Sons, Phila. 6, Pa., Since 1850



Yanky Clover

blooms all
over!

Like a breeze stealing in from a country meadow ankle-deep in clover!

Lilting, light young fragrance to wear everywhere. See it, sniff it, love it!

Perfume...toilet water...dusting powder, \$1 each; talc 50c (all prices plus tax).

YANKY CLOVER by *Richard Hudnut* New York • Paris

Life begins again—tomorrow A.M.

A mighty-good day is on the way—and a mighty-good breakfast, too!
Bright and shining as tomorrow morning—that's Nabisco Shredded Wheat—with its really special flavor of the natural whole wheat. Chock-full of the hearty, wholesome nourishment everybody needs every morning.
It's all ways good! So be sure you get Nabisco Shredded Wheat—the original Niagara Falls product.

when breakfast is this meal
of jolly-good whole wheat



Delicious, ready to serve...
yet as nourishing as a hot cereal

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1946 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS

CHICAGO HOTEL FIRE KILLS 60 PEOPLE	29
EDITORIAL: MR. BYRNES'S NEW HAND	34
MARITIME WORKERS LISTEN TO UNION OFFICIAL TALK STRIKE	35
DETROIT CELEBRATES THE AUTOMOBILE'S 50TH ANNIVERSARY	36
UMBRELLAS SHELTER ENGLAND'S QUEEN, ENSIGN'S BRIDE	38
FRENCH BUILD EUROPE'S SECOND BIGGEST DAM	40
GOVERNOR WARREN OF CALIFORNIA GETS TWO-PARTY NOMINATION	42
FIRST PICTURES SHOW WORK ON ATOMIC PILE	45

ARTICLES

EXISTENTIALISM, BY BERNARD FRIZELL	59
THE BOXING RACKET, BY JOHN FIELD AND EARL BROWN	102

PHOTOGRAPHIC ESSAY

AUTO'S 50 YEARS	35
-----------------	----

RELIGION

KYOTO'S SHRINES	50
-----------------	----

HOUSING

VETERANS TAKE OVER MANSION	73
----------------------------	----

THEATER

"AROUND THE WORLD"	74
--------------------	----

ART

N. C. WYETH	78
-------------	----

MODERN LIVING

THE PIGTAIL SET	83
PLAY DRESSES	125

MOVIES

DOUBLE DAVIS	119
--------------	-----

SPORTS

NELSON VS. BURTON	89
-------------------	----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	4
SPEAKING OF PICTURES: CARTOONIST'S BLOWZY FRAULEINS	12
OFFEND GERMANS	12
LIFE'S REPORTS: GI'S AT HARVARD, BY CHARLES J. V. MURPHY	16
LIFE GOES TO A KANSAS TOWN'S POWWOW	130
MISCELLANY: BRAZILIAN BEACH GAME	134

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



THERE'S A Cory FOR EVERY PURPOSE

Whatever the occasion, there's a Cory to brew the most delicious coffee ever! Coffee brewed the Cory-way, filters only through coffee, touches nothing but taste-free glass. For extra guests, the stunning Buffet Queen above, keeps the flow of coffee plentiful and hot. To make family coffee an event, there are smart Cory standard brewers in 2 to 12 cup sizes—with or without electric stove. Cory standard brewer, \$3.75 to \$5.25. Slightly higher in Canada. Cory 2-heat electric stove extra. Cory Glass Coffee Brewer Co., Chicago 1, Illinois.



For use on any kitchen range

Only The Cory comes complete with the patented glass filter rod, hinged decanter cover, safety stand for upper glass, accurate coffee measure.



The Cory Glass Filter Rod fits all standard glass coffee makers. You can buy it separately. 50c everywhere.

CORY

the only All-Glass coffee brewer



With the Cory 2-heat electric stove, you can brew your Cory-delicious coffee right at the table.



LIFE'S PICTURES

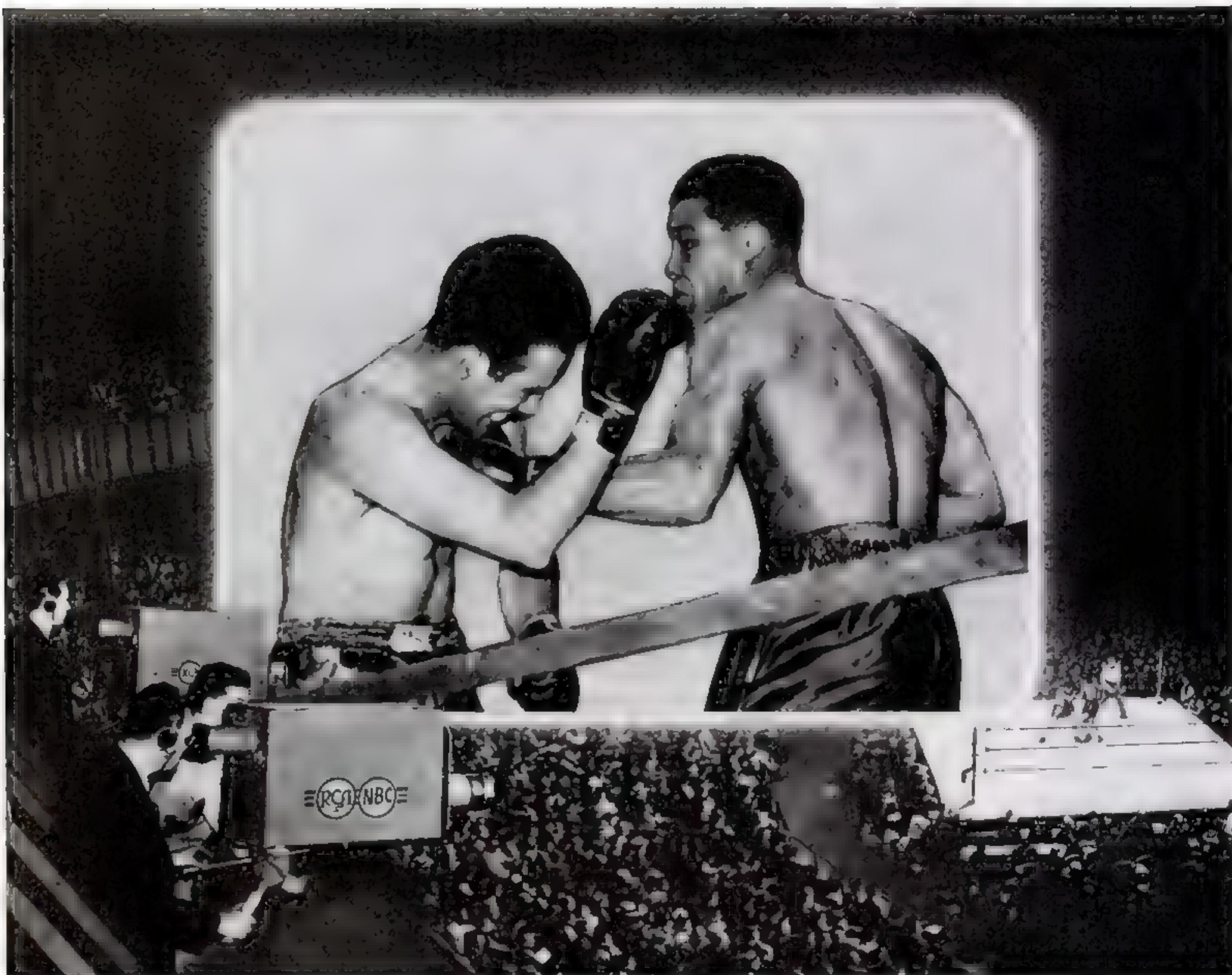
LIFE Photographer Mark Kauffman worked on three stories in this issue: the Hutchinson powwow (pp. 130-133), the auto jubilee (pp. 36-37) and the Chicago fire. In Chicago he narrowly escaped death when a plaster pile fell two feet from him. After the fire disheveled Kauffman met a well-dressed and shaved resident calmly descending the fire escape. Asked the resident, "Anybody hurt in there?"

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—LISA LARSEN-G.M.
8, 9—CARTOONS BY CHARLES MARTIN
12, 13, 15—CARTOONS BY DON SHEPPARD FROM "STARS AND STRIPES"
17—ALFRED EISENSTADT-PIX
18—SHERRY
22—PHILIPPE HALESMAN
27—ED PURRINGTON
29—AUGIE MAY BY CHICAGO TRIBUNE FROM ACME
30—MIKE ROTUNDA FROM INT.
31—ACME, MARK KAUFFMAN—H. G. WALKER, A.P.
32—GORDON COSTER & MARK KAUFFMAN—ACME
33—MARK KAUFFMAN
35—CHARLES STEINHEIMER
36, 37—MARK KAUFFMAN
38—BRITISH COMBINE
39—A.P.
40, 41—DAVID E. SCHERMAN—P. I., MAP BY ANTHONY SODARO, JOUSSE
42—TOMMY McDONOUGH, OAKLAND TRIBUNE FROM A.P.
45, 46, 48—F. R. WILLIAMS, MONSANTO CHEMICAL CO.
50 THROUGH 54—DMITRY KESSEL
58—WERNER WOLFF FROM B. S.—CULVER SERVICE
60, 64, 66—DAVID E. SCHERMAN
71, 72, 73—JON BRENNES
74, 75, 76—GEORGE KARGER-PIX
78—LT. FROM "THE MERRY ADVENTURES OF ROBIN HOOD" © CHARLES SCRIBNER'S SONS—BY JAMES L. DILLON & CO.
79—LERNER OF RAYMOND AND RAYMOND INC.; T. COURTESY MRS. N. C. WYETH, CHADDS

FORD, PA.—BOT. COURTESY WILMINGTON SOCIETY OF THE FINE ARTS, WILMINGTON, DEL.
80—LERNER OF RAYMOND AND RAYMOND INC.; T. COURTESY MRS. N. C. WYETH, CHADDS FORD, PA.
81—LERNER OF RAYMOND AND RAYMOND INC. LT. T. AND BOT. COURTESY MRS. N. C. WYETH, CHADDS FORD, PA. BY T. COURTESY MR. AND MRS. HAL McDONALD, WAYNE, PA., BY BOT. COURTESY NEW YORK PUBLIC LIBRARY
83, 84, 85, 86—FRANK SCHERSCHEL
89, 90, 91, 92—HAROLD CARTER
95—NICK LAZARNICK
96, 97—U.S. NATIONAL MUSEUM BROWN BROTHERS (2) SECOND FROM RT. W. W. SECOND FROM LT. NICK LAZARNICK, ED CLARK, UNDERWOOD & UNDERWOOD—SECOND FROM LT. JERRY COOKE-PIX, RT. ROBERT ANDERSON—LI.
98, 99—FROM FLOYD CLYMER'S HISTORICAL MOTOR SCRAPBOOK, LOS ANGELES, EXC. GEN. NICK LAZARNICK—LT. AND SECOND FROM RT. NICK LAZARNICK
100—NICK LAZARNICK EXC. BOT. BY BROWN BROTHERS
101—NICK LAZARNICK
102, 103, 104, 106—TONY LINCK
108—SAM SHERE
110—CHICAGO DAILY NEWS
113, 116—TONY LINCK
119, 120, 121—WALTER SANDERS
122—WARNER BROTHERS
125, 126, 129—LISA LARSEN-G.M.
130, 131, 132, 133—MARK KAUFFMAN
134, 135, 136—HART PRESTON

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; G.M., GRAPHIC HOUSE; INT., INTERNATIONAL; P.I., PICTURES INC.; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION OF THE PICTURES PUBLISHED HEREIN, ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS



The big fight at the Yankee Stadium in New York in June will be televised by NBC.

In the ring with Louis and Conn—through Television

When challenger meets the champ, thousands of people who can't be at the ringside in person will watch the battle through television. For on that night the National Broadcasting Company will take them right into the ring for a *referee's-eye view* of every punch!

Every detail, every move will be picked up by NBC at the stadium with the RCA Image Orthicon Camera—a camera that rivals the human eye in sensitivity and can see even by candlelight.

Just as RCA was the first to broadcast a world

championship bout, twenty-five years ago (between Dempsey and Carpentier), NBC today is the first to cover a heavyweight championship fight by television.

From camera to receiver—RCA equipment will guarantee television at its finest . . . television with the same perfection found in every product bearing the RCA or RCA Victor monogram.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 4:30 P. M., Eastern Daylight Time, over the NBC Network.



With television, you will be able to give "theater parties" right at home with your choice of plays, opera, ballet, eye-witness views of news or sports. RCA Victor will manufacture the finest television equipment for broadcasting purposes and the most sensitive, brilliant receivers for the home.



RADIO CORPORATION of AMERICA

LIFE

Vol. 20, No. 24

June 17, 1946



WHILE THE FIRE RAGES INSIDE, THE GUESTS OF THE LA SALLE HOTEL, SOME IN PAJAMAS AND SOME ONLY HALF DRESSED, FILE DOWN THE LONG FIRE ESCAPES

CHICAGO HOTEL FIRE KILLS 60 PEOPLE

Chicago's 37-year-old La Salle Hotel, like every other hotel in the U.S., was jammed on June 5. It was 12:15 a.m. and most of the 1,100 guests were asleep. In the hotel's Silver Lounge off the lobby a customer complained about the heat, lifted a seat cushion and a wave of fire licked out at him. He ran from the room, his clothes in flames.

The fire, which had started in the basement, was already reaching up through the air shafts, through the wall partitions. Panic swept into the hotel's 838 rooms. Doors and windows flew open, fanning the fire until it roared in one pillar up the elevator shaft, turning the elevator doors white hot.

The Chicago Fire Department arrived 20 minutes later, but it was four hours before they had the fire under control. Masses of terrified

men and women fought at exits. Others jumped to their deaths. One man carried a legless veteran out. A hotel telephone operator pushed two rescuers away, kept ringing guests to warn them, died at her switchboard. One guest died because he refused to be rescued, stayed behind with his dead wife.

Somehow through the fire, smoke and terror, nearly 1,000 people managed to get out onto the fire escapes and scramble down to safety. The calmest person in the fire was a 23-year-old blind girl whose Seeing-Eye dog led her down 11 flights of fire escape. Behind her the scrambling line slowed down and became suddenly calm as she and her dog, step by step, made their way to safety. In the disaster, 60 people were killed and 200 were injured. It was the worst U.S. hotel fire in half a century.

IMPORTANT NOTICE

Effective with this issue, LIFE costs 15¢ on the newsstands, \$5.50 a year by subscription. Thus LIFE, after holding its prewar price all during the war years, reluctantly yields to the pressure of greatly increased operating costs.



THE TERROR AND THE HORROR they have seen inside the burning hotel remain on the faces of rescuers as they carry out a pajama-clad victim of the fire. Corridors were littered with bodies of people who had suffocated from the smoke before getting to

an exit. One elderly man dropped a note saying, "I will kill myself if I am not saved." He was quickly rescued by a ladder. Some passers-by helped the firemen and one sailor rescued 20 people. But two men were arrested for looting the dead bodies in the hotel.



FLAMES push out two windows while hotel guests (above ledges) shriek for help. Some climbed onto ledges to escape the smoke, jumped but were killed when mobs underneath got in the way of landing nets. Others stumbled through smoke to fire escapes (below).



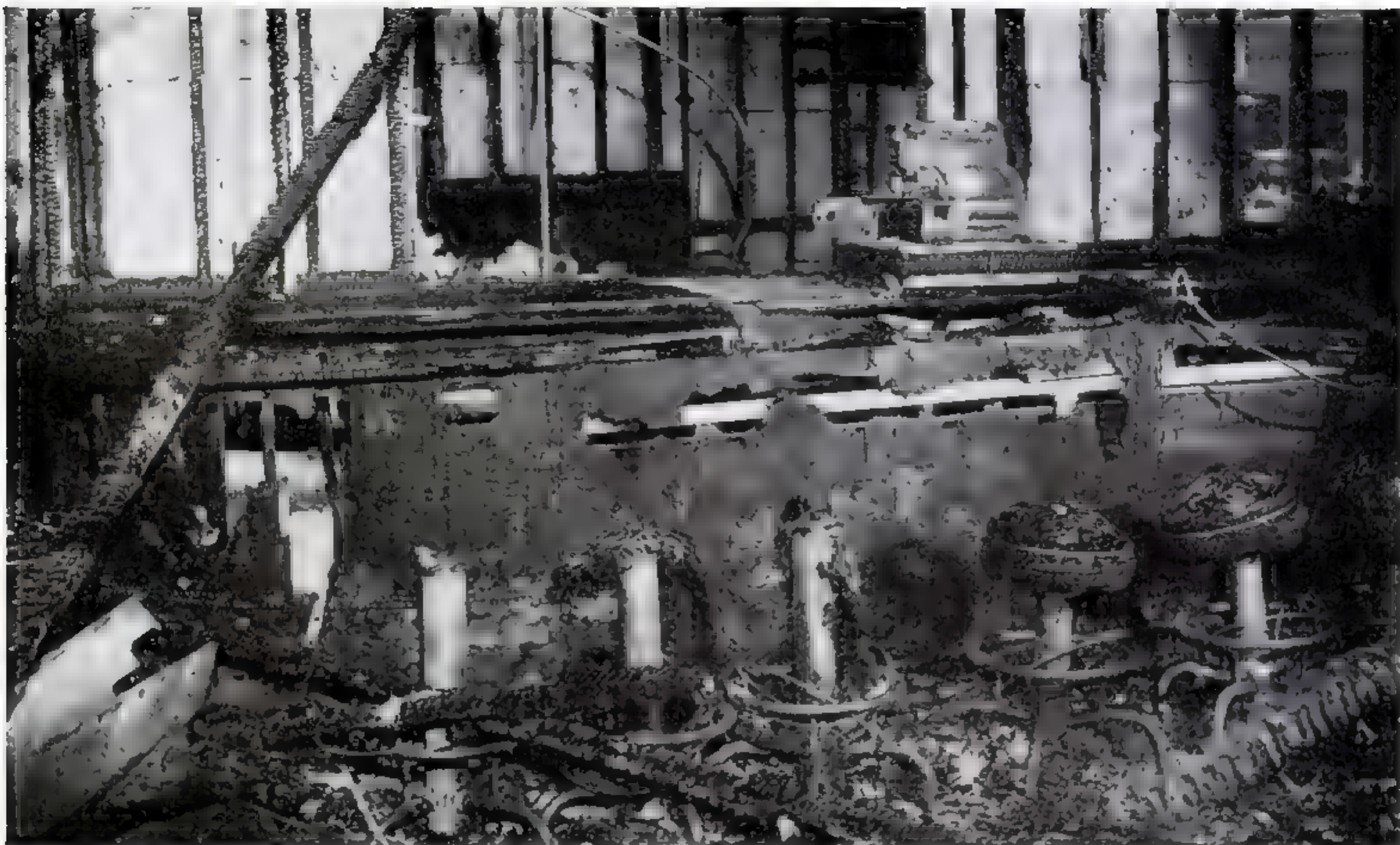
THE MAIN LOBBY was a steamy, dripping mass of charcoal when the firemen fought their way in behind their hoses. Elevator framework (right) is buckled from being white hot, then getting doused with water. Ceiling is raining from water poured in windows.



FATHER AND SON make it to safety. The father is Army Major William Blake who carried his son and assisted his pregnant wife down one of the fire escapes. They were en route to her home town of Bushnell, Ill., where he is going to open a candy store.



WOMEN IN NIGHTGOWNS stumble frantically down the fire-escape stair while the spectators hold it down for them. Man in back of them remembered to bring his suitcase along. The hotel's two fire escapes were in a dark alleyway, which made escape difficult.



THE COCKTAIL LOUNGE, where flames first broke through, looked like this after the fire. The Chicago Fire Department said hotel employees were afraid of panicky guests' reactions to sirens and therefore tried to put it out with seltzer bottles before

calling the Fire Department. The hotel denied all this, also denied that they had failed to correct 10 violations of Chicago's fire laws about which they were warned a month ago. Local newspapers pointed out Chicago has weak fire laws, does not enforce them.



FIVE CORPSES were discovered on a roof next to the hotel, lying grotesquely in water from the fire hoses. They were people who jumped from their windows when the fire burned them. Their charred bodies show that they would have burned to death. The

pajamas of the man in foreground were on fire when he jumped, almost burned away and were doused by the water when he hit. The woman in left background held onto her young child when she jumped, still clutched him even when she hit the roof.



FROM A SMOKE-BLACKENED WINDOW HANGS A
KNOTTED SHEET SOMEONE USED FOR ESCAPE

MR. BYRNES'S NEW HAND

HE HAS SOME NEW CARDS FOR THE PARIS GAME BUT STILL NEEDS HARDER WORK AT HOME TO BACK HIM UP

As Secretary of State Byrnes returns to Paris for resumption of the Big Four peace game, we can rejoice that America has a good player at the table. He has some good new cards too, but he needs something more than just kibitzing from the folks at home. Since we fought the war just so we, rather than the late Axis, could sit at this peace table, let us take a moment to see what cards Byrnes holds and what he needs to fill out his hand.

One new card is the recent public debate over Russian ambitions, which resulted in wide understanding and support for his policy—patience and firmness toward Russia. Seldom has a Secretary of State been able to feel so sure that his policy was approved by the home folks. He has assurance both from Gallup polls and from the presence of Senator Vandenberg, who has helped him make our current foreign policy truly nonpartisan.

The British have also had a public debate on the Russian question and have reached a similar decision. Two weeks ago John Foster Dulles in this magazine warned that the Kremlin's notion of a safe One World is a 100% Soviet world. His view was at once echoed in a speech by Britain's Foreign Secretary Bevin and in the assenting growls of Winston Churchill. This Anglo-American unanimity is bound to affect the mood and outcome of this second Paris meeting. Molotov, fearing just such an agreement, has denounced it in advance as the core of an anti-Soviet Western bloc. But Prime Minister Attlee warned against letting this agreement deteriorate into mere bloc building, and most Britons and Americans will endorse this warning. It must also appeal to Western Europeans, who, realizing there is something more to being a human than merely looking like one, do not want to be parts of a bloc but free men.

The Vote

This European insistence on freedom gives Secretary Byrnes another card. It is the result of the elections held in France and Italy last week. Both elections were a defeat for the Communists, hence a rebuke to Russian ambitions. In France, where the people had just turned down a constitution that might have led to Communist control of the government, it was the second rebuke in four weeks. Throughout Europe, in fact, recent elections (except in Czechoslovakia) have all shown a trend against Communism. The French and Italian polls, whatever else they signify, mean that 85,000,000 more Europeans have said "no" to Moscow. And that is a card in the sort of game now being played.

This new evidence from Europe that democracy has health is more than welcome to Americans. But can Americans claim any of the credit? M. Blum returned to Paris just before the voting with a \$1,400,000,000 U.S. loan. Since M. Blum is a Socialist, the inference was drawn by the Communists that the loan was a U.S. bid for political support of the Socialists. If this were true the answer would simply, and grandly, be that the French elections are not for sale, since the Socialists did rather poorly.

Thus we did not buy or try to buy the French

elections. Indeed, our noble disinterest in European politics has kept us, if anything, too remote. The time has come for a new, positive, even much more aggressive American program in Europe. For the elections disclosed that Europeans rejected the Communist bird in hand not only because they did not like its color and squawk but because they want something better.

In France and Italy its proponents loudly insisted that Communism could give a quicker improvement in diets and comfort than any other system. All the evidence that Communism cannot function without ruthless regimentation was blithely ignored. Men, God-endowed with a free and questioning conscience, were asked to become cogs in a machine. This elevation of matter above spirit is a denial of all that liberal progress in freedom which Western man has been so prayerfully concerned with in recent centuries. This issue made it more than usually appropriate for the Vatican to intervene in the voting. Even for anticlericals there was a point to Pius XII's statement that the choice was between "the champions and the wreckers of Christianity."

As the Vatican urged, the Italians voted against Communism. But they also voted out King Umberto, as the Church had not urged. For a people just emerging from two decades of Fascism, the Italians are disclosing remarkable political discernment. They have not only strengthened Mr. Byrnes's hand but won new friends in America who wish all success to the new Italian republic.

As it now stacks up, the preponderance of people in Western Europe have voted for middle-of-the-road pursuit of political liberties, plus freedom from want. This has been true in Lutheran Norway and Denmark, where the Communists are almost negligible (they have 18 seats out of 148 in the Danish Rigsdag), in Catholic Luxembourg and in Belgium, where the Communists won only 24 out of 202 seats in the Chamber. Up to the Iron Curtain and even deeply beyond it, Europe's plain people are voting for Socialism to the extent that they believe that they can use the implement of government to provide better economic conditions. But they want no Socialism that places such stress on economics that it obliterates their liberties. That is a great and cheering distinction the postwar European is making, and it is one that Americans can accept, appreciate and applaud.

Our Job

Applause, however, is not enough. It is not even very appropriate. The show is not over by a long shot. Let us not forget that a people so experienced in liberty as the French have openly flirted with Communism. They did more than flirt. Hungry, disrupted, unemployed, feeling politically abandoned and forlorn, they embraced Communism and almost lived with it. Until these elections Communists had a slight plurality in the Assembly. Communists are still the second party numerically. They will play a big part in the new government. They will probably play hell with it.

Within the next seven months the new government must lay another constitution before the French people. These coming months are an interim period during which the French people have at least strongly indicated their political decision to rebuild on the Western pattern. But this defeat will be accepted by the Communists as only a setback.

Therefore these coming months of the interim can prove a constructive time, but this will be so only if Americans become more accurately aware of their true relationship to Europe. This relationship comes down to the simple fact that Europe is not economically self-sufficient. Europe must either integrate with the food surpluses of the East, which means absorption into the Russian political and military orbit, or it must reintegrate with the West, which in a practical sense means with the food surpluses and industrial power of the New World.

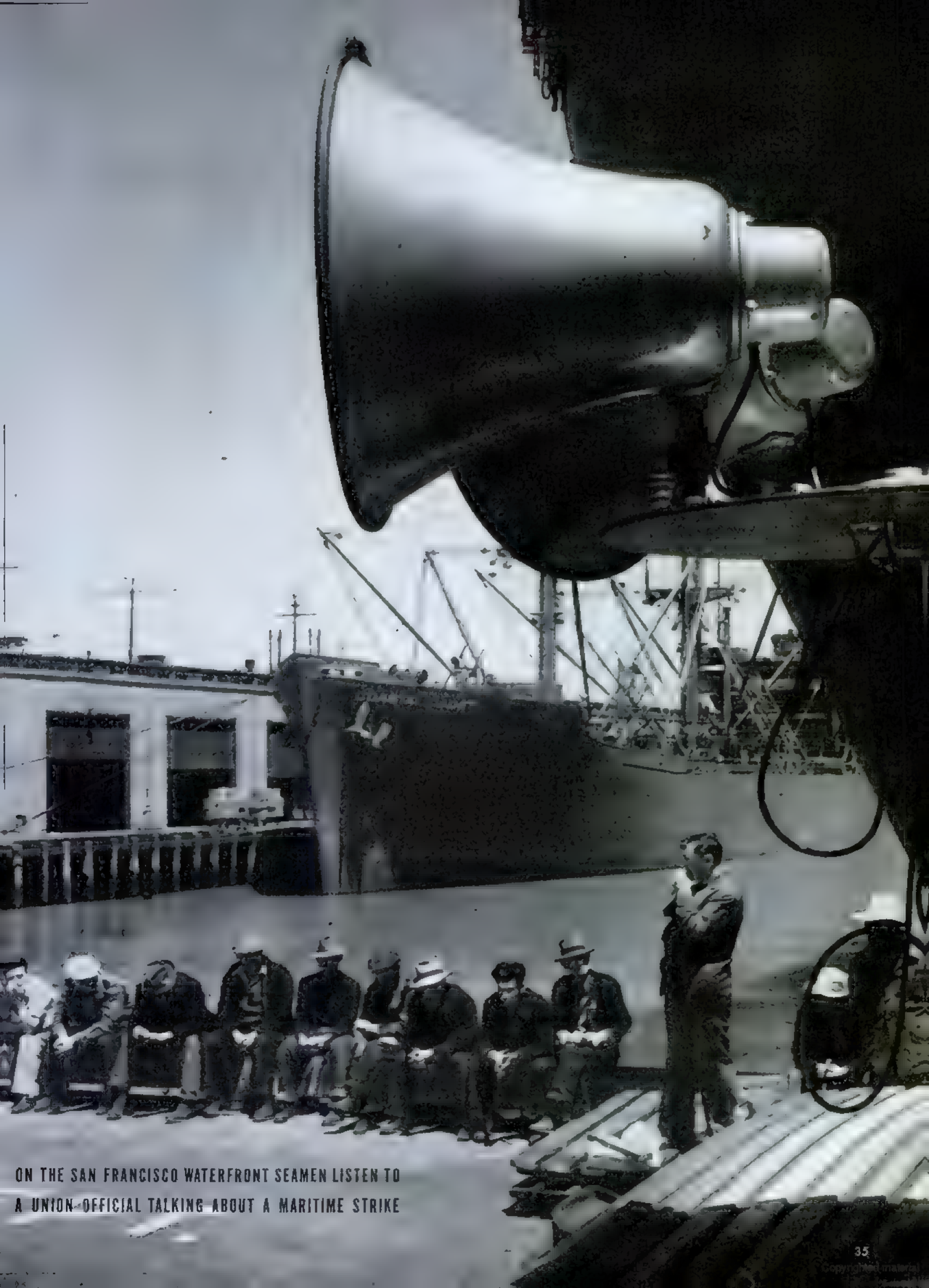
A Clean Backyard

The Europeans have made a political decision, and a good one. But to make it stick, some economic decisions must be made too, and these must be made in the U.S. We must send more goods for relief and reconstruction. More than that, we must combat our own inflation so that the money we lend abroad will be worth something. We must recognize the disastrous effect that U.S. strikes in production and transportation have on Europe. By the end of May we were 800,000 tons behind in our grain promises to Europe. The coal strike was a blow to both France and Italy, where U.S. coal is worth \$20 to \$25 a ton. Needless to say, a shipping strike now would be an even bitterer blow. It would not only hamper relief but would delay the development of two-way trade between the Old World and the New, the trade on which a dynamic peace depends.

It is pleasant to have a foreign policy that everybody agrees on. But it is fatal to suppose that foreign and domestic policy can ever be two different and separate things. They depend on each other utterly. If Americans would like to see the "Community of Western Neighbors" orderly and happy once more, they must first clean up their own backyard. American determination to do this would, of course, be the musing and the winning card they could put in the hand of their Secretary of State.

PICTURE OF THE WEEK: ➡

On the Embarcadero in San Francisco members of maritime unions met last week to hear a National Maritime Union official report, through loudspeakers, on their unions' negotiations with ship-owners. In Washington the heads of seven maritime unions, six C.I.O. and one independent, were arguing over a new contract for their 200,000 members. If they did not get satisfaction by June 15, they were going out on the biggest strike in U. S. maritime history. President Truman, newly tough, told the Navy to get ready to run merchant ships if the strike came off. Hearing this the 62,000 A.F.L. seamen, who are normally glad to do anything to hurt their C.I.O. rivals, said they would go out too if the Navy tried to break the strike.



ON THE SAN FRANCISCO WATERFRONT SEAMEN LISTEN TO
A UNION OFFICIAL TALKING ABOUT A MARITIME STRIKE

AUTO'S 50TH JUBILEE

Detroit gilds its streets and stages a banquet to honor the men who founded its great industry

Detroit, which was a pleasant, elm-shaded little city of 250,000 when the auto came just 50 years ago, last fortnight celebrated the golden anniversary of the vehicle which put the world on wheels and Detroit itself among the world's major industrial cities.

Fittingly the city gilded the pavement of its main street. With 842 actors it staged a pageant depicting the municipal history. It closed its stores and held a parade (below) witnessed by three quarters of a million people. It fired off bombs, built a golden-painted ramp on smart Washington Boulevard down which visiting celebrities like Ed Wynn and Ty Cobb were driven in open cars. It elected a Jubilee Queen, danced in the streets and gaped at exhibits of old automobiles, whose history and evolution is described on pages 95 to 101.

The most solemn observance, however, was the dinner portrayed at right. Twelve auto pioneers were its honored guests, gathered together for what almost certainly would be the last time. Behind them hung a curtain bearing the hallowed brand names of America's No. 1 industry which also had belonged to men like David Buick, who once mortgaged 99.7% of the Buick Motor Company for \$3,500 and died in poverty, and the late Chevrolet Brothers who could run automobiles but not auto companies. The curtain and the men before it comprised a page in America's industrial history that was about to turn.



ANCIENT CARS chug down Woodward Avenue, Detroit's wide main street, which for six blocks had its pavement gilded. During the four-hour parade some of the early cars stalled, had to be pushed. A shiny 1946 model in the parade demonstrated the continuity of auto history by also breaking down.



PIONEERS of the auto industry receive the homage of the city that the auto built at a banquet and pageant in Detroit's Masonic Temple. From left they are John Zaugg, 65, for 51 years an employee of The White Motor Company; John Van Benschoten, 76, pioneer Dodge dealer; Charles Snyder, 64, Hudson dealer who began selling cars in the late '90s; R. E. Olds, 82, of Reo and



Oldsmobile fame; Barney Oldfield, 68, noted racing driver; Charles W. Nash, 82, chairman of the board of Nash-Kelvinator Corporation; Frank Kwikinski, 79, for 60 years a Studebaker workman; Charles B. King, 78, who built and drove (1896) the first auto in Detroit; George M. Hooley, 68, carburetor maker selected to represent early auto-

parts manufacturers; Henry Ford, 82, the father of the auto assembly line; J. Frank Duryea, 76, who helped his late brother Charles build the first U.S. gasoline-powered auto (1893); Edgar L. Apperson, 76, an early designer of axles and brakes. Each received an "Oscar"-like aluminum replica of the large figure of a man painted on the backdrop.



AN ATTENDANT DUCKS PAST PRINCESS MARGARET ROSE TO SHELTER THE QUEEN AS SHE ARRIVES FOR WEDDING. FOOT AT RIGHT BELONGS TO HIS MAJESTY THE KING

ROYAL SHELTER

The Queen keeps dry at a wedding

The London wedding of the Honorable Mrs. Jean Frances Vicary Gibbs to Captain the Honorable Andrew Elphinstone was much too important a social affair to be impeded by a little rain. Not only is the bride a lady in waiting to Princess Elizabeth, but the bridegroom is the Queen's nephew. When the royal family arrived at St. Margaret's Church the

King scooted handily to shelter. Princess Margaret Rose ignored the rain completely. The Queen strode regally out of her automobile and, her frothy hat protected by the umbrella of a nimble-footed attendant, even managed to smile graciously for the photographer. The other member of the royal family, Princess Elizabeth, was a bridesmaid.



A FANCIER AND SMALLER UMBRELLA THAN THE QUEEN'S (OPPOSITE) IS HELD BY NEWLYWED RUSSELL'S FRIEND AS GROOM CARRIES BRIDE TO KEEP HER FEET DRY

NAVAL SHELTER

Ensign and bride try to keep dry

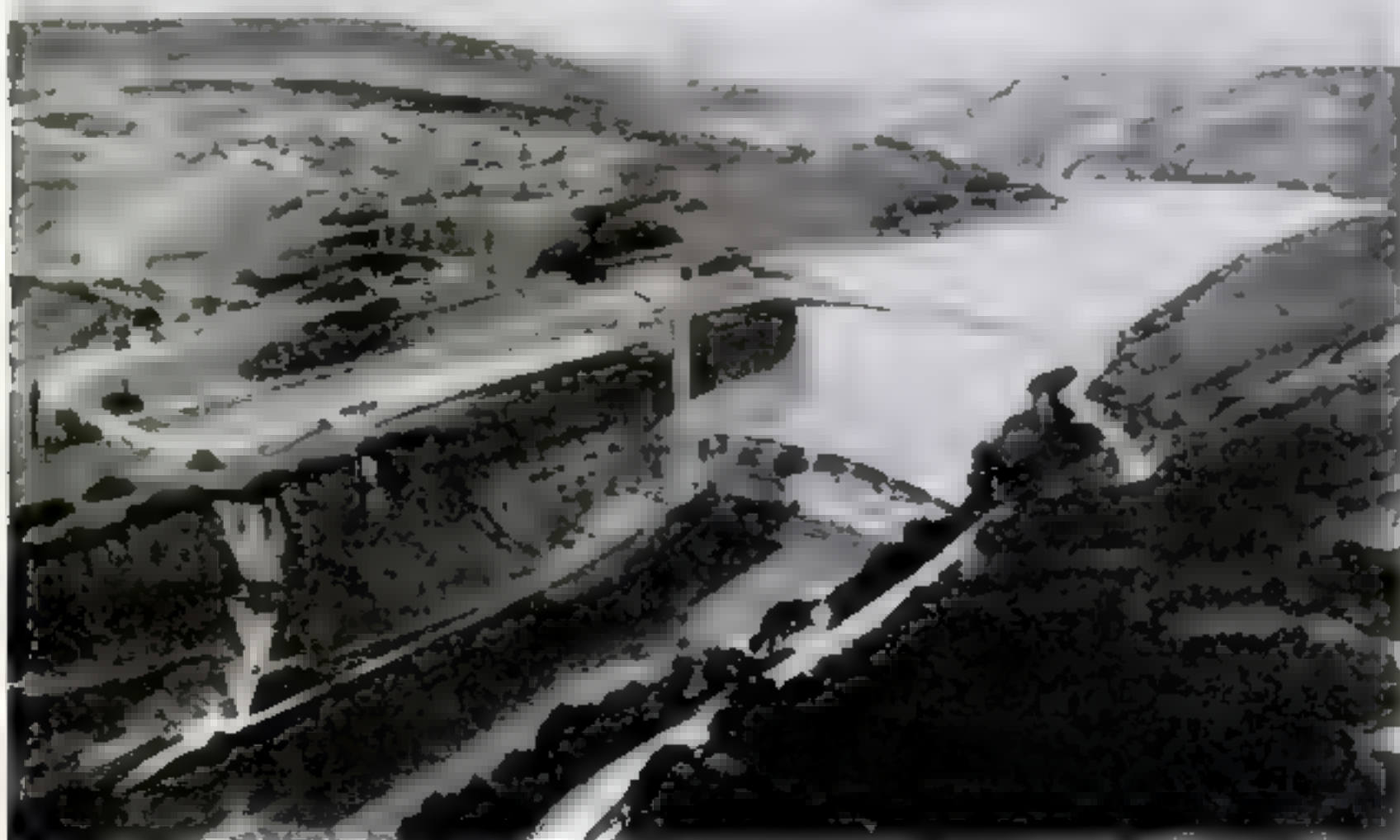
The Annapolis, Md. wedding of Jessica McCullar and brand-new Ensign William Russell was not so important a social affair as the Gibbs-Elphinstone nuptials (*see opposite*) but it was rained on, too. So Midshipman Bill Bass, who comes from the newlyweds' home town of Denton, Texas, tried his best with a too-small umbrella to provide protection for

them in the gentlemanly tradition of a naval officer.

The McCullar-Russell wedding was only 1 out of 60 that were eagerly held as soon as possible after the first peacetime graduation exercises of the U.S. Naval Academy. Ensign Russell was the second graduate married in the Academy Chapel and the 286th in scholastic order in his graduating class of 809.



BETWEEN THE ALMOST VERTICAL CLIFFS OF THE RHONE, FRANCE'S GREAT NEW DAM AT GENISSIAT TAKES SHAPE, FIVE OF THE SIX DRAINS THROUGH WHICH THE



THE COMPLETED DAM is shown in engineer's drawing. Power station will be located to left of dam, and the canal beyond will conduct river's excess waters in flood time to lower level.

FRENCH BUILD DAM

Massive new job in Alpine foothills will be



LYON IS CHIEF CITY NEAR DAM

At Genissiat on the upper River Rhone, the French are building a little giant of a dam which will be second largest in Europe, smaller only than Russia's famous Dneprostroy. Compared with Grand Coulee in Washington, the titan of all concrete dams, which rises 550 feet, Genissiat will rise 320. Where

Grand Coulee turns back the waters of the Columbia River for 151 miles, Genissiat will back up the waters of the Rhone for 14.

The new dam is near the French-Swiss frontier, close by the town of Bellegarde where the Rhone tumbles turbulently through the crags and defiles of the Alpine foothills (see map). A few miles above the dam, the river disappears beneath the cliffs at a spot called "The



RIVER WILL FLOW CAN BE SEEN BURIED IN THE FOUNDATIONS OF THE CONCRETE WALL. THE RIVER HAS BEEN BLOCKED OFF AND DIVERTED AROUND THE CLIFFS

ON THE UPPER RHONE

Europe's second biggest hydro-electric project

Loss of the Rhône" and does not reappear for another 100 yards.

Work on the dam, begun in 1938, was interrupted by the German occupation. The workmen hid their tools and blew up what they had built of the foundations. Work was resumed under the Germans, then stopped and then started up again last September by a government-supervised French engineering company. In four months 2,000 workers, including 800 German PWs working day and night, had mixed and set almost half of the 550,000 cubic meters of necessary concrete.

The Génissiat power plant, which will contain six 975-ton turbine generators, Europe's biggest, will feed electricity mostly to Lyon, France's third largest city and chief silk-trading center. Some power will reach Paris, 160 miles to the northwest. Frenchmen look on Génissiat project as a hopeful sign that their country is stirring out of its economic lethargy. They anticipate that it will be only one of several projected dams to harness the Rhône. These dams will reduce France's present reliance for power on coal, of which she is short.



"THE LOSS OF THE RHONE" is place where river cascades into crevice and disappears for 100 yards. Spot is above dam and after dam is finished, will be covered by backed-up lake.



GOVERNOR WARREN OF CALIFORNIA TAKES A BOXERLIKE BOW AFTER HIS OPPONENT CONCEDED HIS VICTORY IN BOTH DEMOCRATIC AND REPUBLICAN PRIMARIES

WARREN WINS BOTH CALIFORNIA PRIMARIES

Last week Governor Earl Warren of California performed one of the outstanding political feats of recent history. In the state primaries he not only won the nomination of his own Republican party for governor but the Democratic nomination as well. He was able to do this because under California law candidates can "cross-file," i.e., seek the nomination not only of their own party but also of the opposition. Never before had one gubernatorial candidate won both primaries. As a result Earl Warren was assured of re-election as governor five months before the real election.

To win, Warren had to defeat not only a strong Democratic opponent, backed by C.I.O.'s Political Action Committee, but also an ancient jinx. The jinx ordains that no man can be re-elected governor of California. Since 1854 only one governor,

Hiram Johnson in 1914, has overcome it. Warren's formidable opponent was Robert W. Kenny, the sharp-witted state attorney general. Running as a nonpartisan even though he is a national Republican figure, Warren wrested the Democratic nomination from Kenny by about 593,000 to 520,000. In the Republican primary, where Kenny himself had "cross-filed," Warren snowed him under.

To some political dopesters the California election meant the U.S. voter was moving from the center of the road, or a little left of it, to the right. Others credited the A.F.L.'s support of Warren. But to most observers, noting that in the same election California's Democratic candidates for U.S. senator drew more votes than the Warren-sponsored Republican incumbent, the heavy vote for Warren seemed a purely personal

tribute, the result of an excellent administration which Warren could call nonpartisan since it was sprinkled with the appointments of Democrats.

In any case, in a state which normally is Democratic in national politics and which divides its party allegiance in state contests with almost mathematical precision, it was a thundering victory. Candidate-seekers began pointing toward Earl Warren like hunting dogs. He had declined the Republican nomination for vice president in 1944, had said he was not interested in the Republican nomination for president in 1948. But he still had the rugged ability and friendly personality that had carried him from crusading prosecutor of Alameda County to the state capital in Sacramento. The cry of "Warren for President" went up well before California counted its final returns.



"Come on, Everybody...
Supper's Ready!"

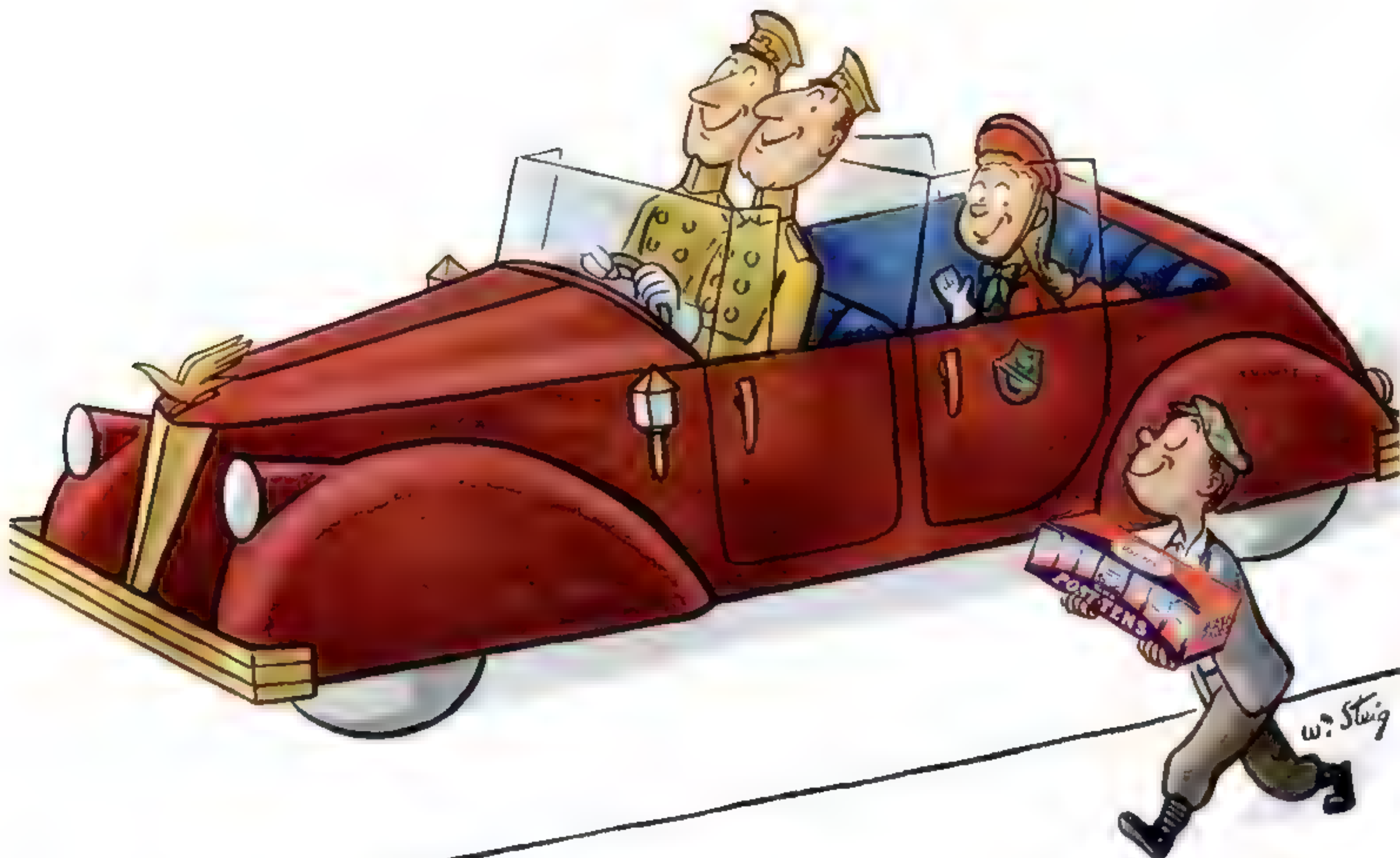
Let Them Sit Down to Brimming Bowls
of this Fine Vegetable Soup

Just about everyone loves its hearty, homey goodness. And no wonder! Into a rich, invigorating beef stock go not just a few, but actually fifteen different kinds of garden vegetables, each one contributing its own tempting color and special flavor. That's why this vegetable soup of Campbell's is such a great favorite. That's why it's so deeply nourishing... why mothers everywhere call Campbell's Vegetable Soup "almost a meal in itself." Have you some on hand—ready for those husky outdoor appetites at your house?

© 1954 CAMPBELL'S SOUP CO. NEW YORK, N.Y.

See this and how to use it.
It's really a
Wonderful soup for all the family.
For more information...





Everybody falls for Post-Tens!



10 individual servings—7 favorite cereals

Here's the famous "pick 'n' choose" package of 7 favorite breakfast cereals—including Post's newest triumph, Rice Toasties. It's new! It's tops! It's tendertoasted! . . . **10 INDIVIDUAL BOXES** in the gay new red-white-and-blue package of Post-Tens—each box a generous serving . . . **VARIETY FOR ALL.** 7 cereal favorites: Post's Rice Toasties, Raisin Bran, Corn Toasties, Grape-Nuts, Grape-

Nuts Flakes, 40% Bran Flakes—plus Nabisco Shredded Wheat . . . **ALWAYS FRESH.** Individual, single-serving boxes guard that oven-crisp goodness till ready to serve . . . **CONVENIENT.** Simply put the Post-Tens package on the table and let everyone go for his favorite cereal . . . **NO WASTE.** No "leftovers" with Post-Tens—each box gives just the right amount for a single serving.



THE ATOMIC PILE is behind this huge concrete wall. Numbered holes in the wall are for introducing new elements to pile to make them radioactive or to allow neutron

beams to emerge from pile for experiments. Scientists here conduct experiment with beam from hole 20. Lead bricks (foreground) stops beam from going any further.

THE ATOMIC PILE

First pictures show scientists working with materials of bomb

This week the lead curtain of secrecy on the plutonium-producing atomic pile was lifted. The first photographs of a pile were released to bring laymen as near to one, in pictures, as the scientists ever go in person.

The laboratory above at Oak Ridge, Tenn. is run by Monsanto Chemical Co., working for the U.S. government. The pile itself is hidden behind a protecting wall of concrete a good many feet thick. It is made of graphite honeycombed with long rods of pure uranium. Once the pile has been

built and has started working, no one can go beyond the concrete wall.

As a result of atomic fission in the pile some uranium is transformed into plutonium, used for atomic bombs. This was the pile's original purpose. These pictures show a more peaceable use. By introducing elements like carbon into the enormously radioactive pile, such elements are made radioactive. By their radioactivity these elements can be traced through, and give valuable new data about, the body's biological processes.



PUTTING SAMPLE INTO PILE, the scientists use a graphite block which is pushed through wall opening. Sample of material to be made artificially radioactive is inside block. Note lead bricks at opening to protect men performing the experiment.



TAKING SAMPLE OUT OF PILE, two men pull graphite block which has been surrounded with lead-brick casing for protection. The girl measures the sample's radioactivity. When material has been made radioactive, it is called a radioisotope.

Just move a chair!

and you'll have room for the

Bendix Radio

CONSOLETTES RADIO-PHONOGRAPH



Now — full-scale Console Combination advantages in a Chair-size Cabinet!

No longer need lack of room stand between you and peak performance from radio or records. The Bendix Consolelette Radio-Phonograph, with record changer, packs into the smallest and handsomest of console cabinets everything you want and need! De Luxe quality and advanced design assure new rich-

ness from records, new brilliance from broadcasts—and record storage space is generous beyond belief. Truly, the Consolelette's compactness and beauty place it in a class by itself for convenience, style and utility—yet it costs but little more than a table radio-phonograph. At better dealers everywhere.

The roomy cabinet, available in hunky pine, mahogany or lustrous walnut, stores 100 records.



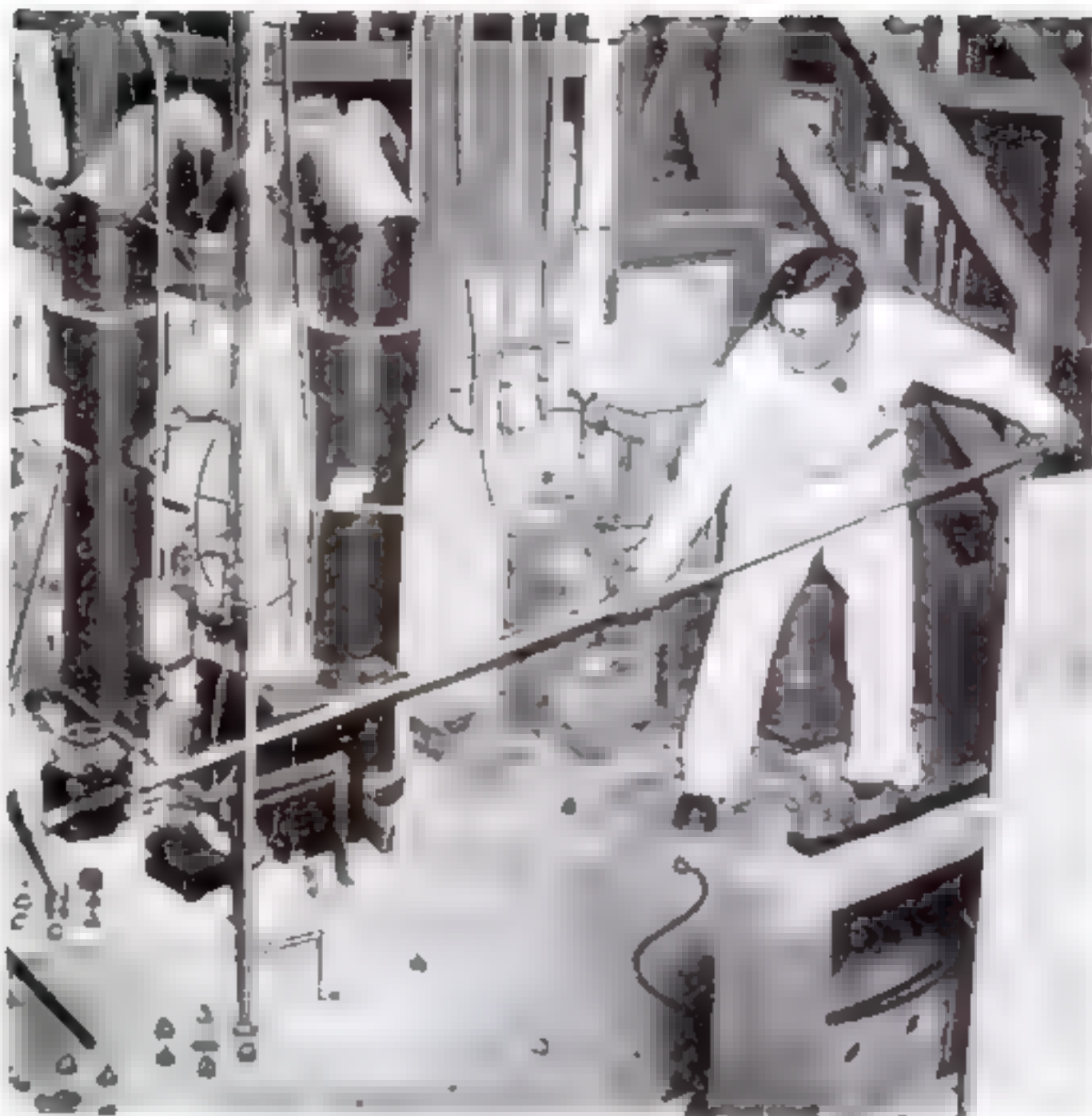
© 1941 BENDIX AVIATION CORPORATION

BENDIX RADIO
REG. U. S. PAT. OFF.

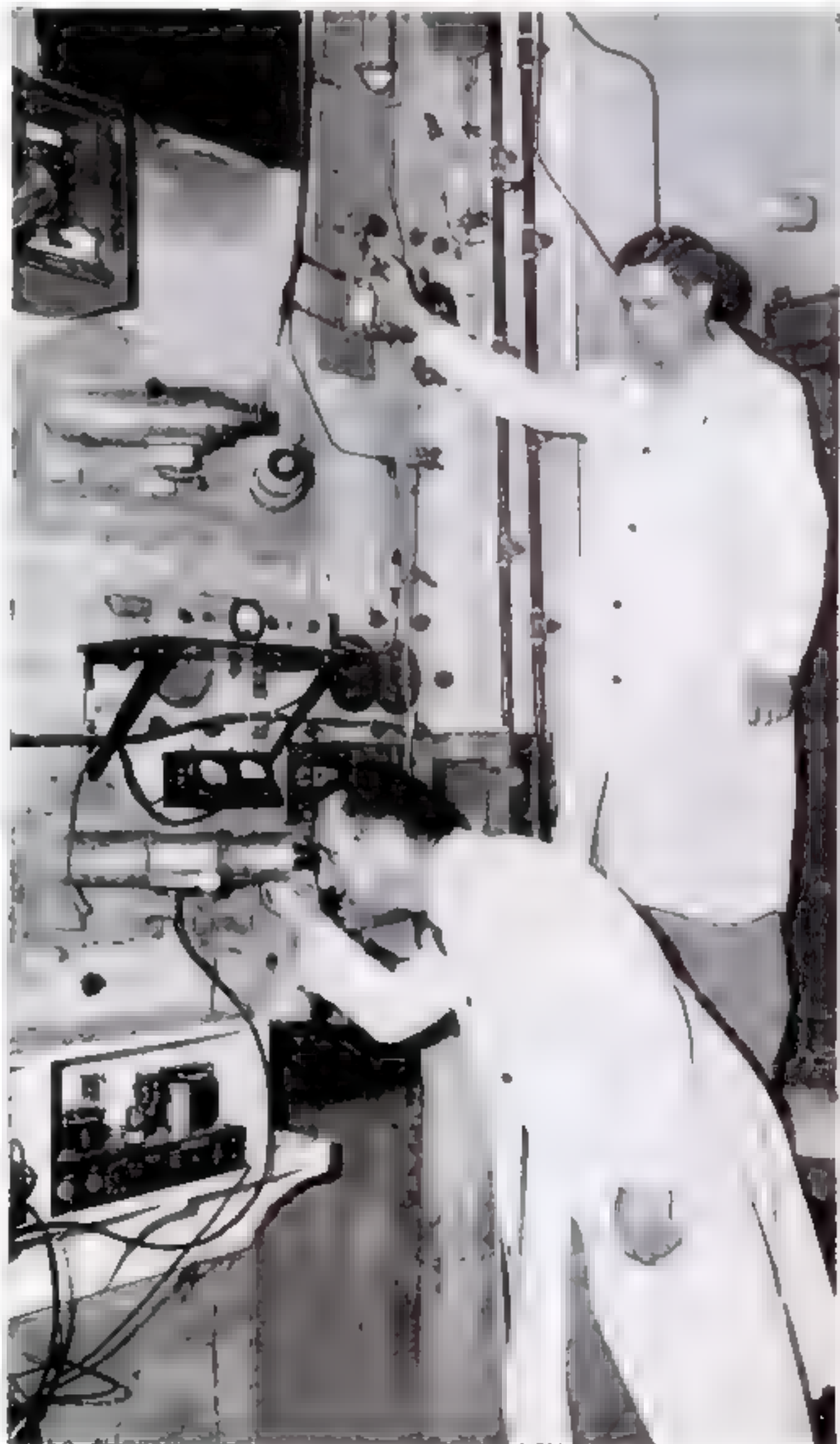
BENDIX RADIO DIVISION
BENDIX AVIATION CORPORATION
BALTIMORE 4, MARYLAND

PRODUCT OF
Bendix
AVIATION CORPORATION

The Atomic Pile **CONTINUED**



RADIOISOTOPE PREPARATION is shown on this page. Scientist, using tongs, takes material made radioactive in pile, drops it into a concrete cubicle where processing apparatus can be operated from outside (below).



BY REMOTE CONTROL the material is processed. Man in rear operates the processing apparatus while the other watches through periscope. Doctors hope to treat such serious diseases as cancer by the use of radioisotopes.

CONTINUED ON PAGE 48



Breathless, beautiful moment.
This sweet "togetherness"...with
the softest touch of your hands
answering the words he whispers.

Hands so gentle and appealing,
for you've discovered the special
"beforehand" way to guard their
loveliness...with Trushay.

Trushay's a different sort of
hand lotion. You use it before
soap-and-water tasks, before dishes
or light laundering, to help
prevent roughness and dryness.

Always count on creamy,
fragrant Trushay...whenever,
wherever you need it.

TRUSHAY

The
"Beforehand"
Lotion



PRODUCT OF
DR. STOL. MYERS

Light up WITH RUB-R-LITE



Changing a tire like this is enough to put a damper on any holiday. But waterproof RUB-R-LITE will see you through!



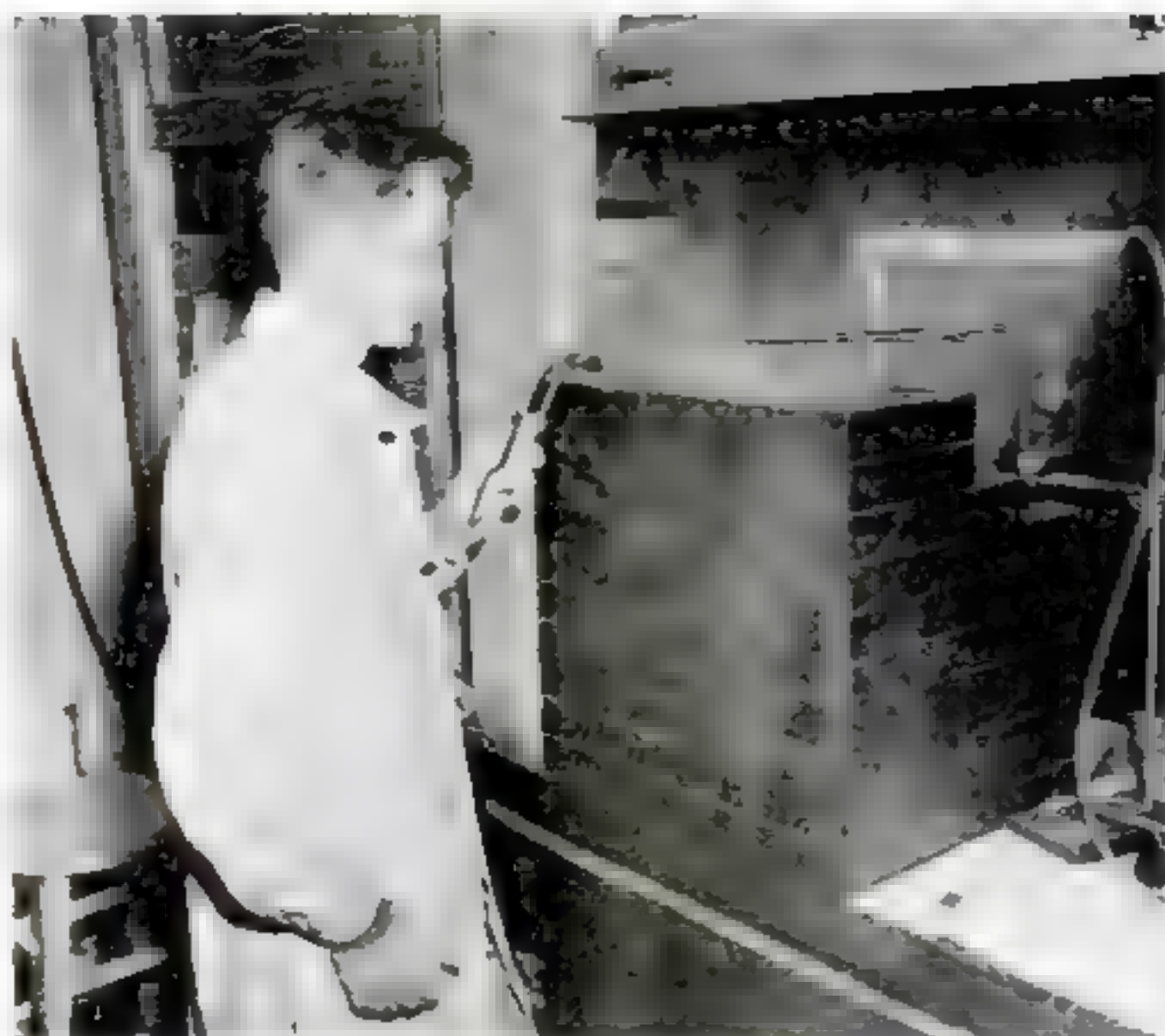
More reason for a non-corrosive flashlight! RUB-R-LITE sheds light on dark waters. And stands the gaff of sea air!



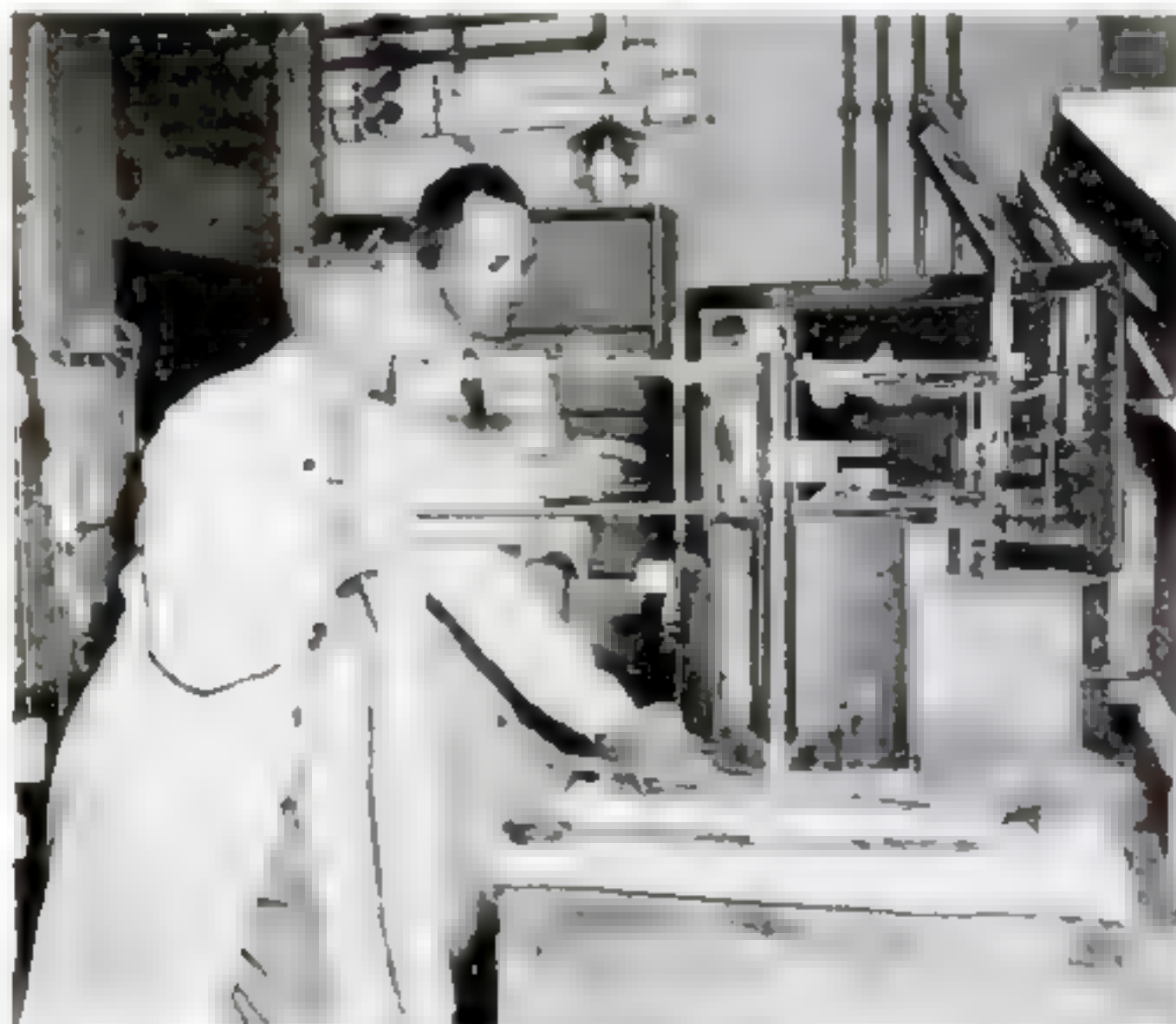
If there's any time you can't afford to "fuss with flashlights" it's in camp. It's got to work every time. RUB-R-LITE does!



Now you, too, can have the flashlight that won top honors in the war. The flashlight you can't break; that always delivers light wherever you need it. Say RUB-R-LITE to your dealer and see! Lennan Lights, Inc., Burbank, California.



HANDLING RADIOACTIVE MATERIAL, chemist uses long tongs to hold beaker containing radioisotope. Lead wall protects him from dangerous radioactivity. He watches evaporation from the beaker in mirror at the back.



WITHDRAWING SPECIMEN of radioisotope from bottle, which is almost entirely encased in lead block, chemist expertly maneuvers long rod. The rods can be manipulated well enough to open a bottle and remove its contents.



INSPECTION is required of all scientists who work with radioactive materials to make sure they will not carry radioactivity and "contaminate" another laboratory. Toes of shoes are painted to prevent their being worn out of lab.

KEEP "REGULAR as CLOCKWORK"

with **Nujol**
MINERAL OIL

The easy-action laxative
for ordinary constipation



Cope, 1946, Glaxo, Incorporated



When you go away — don't neglect lip parch caused by summer sun, dry weather or climate changes.

Every traveler, sportsman and motorist should use 'Chap Stick' at the first sign of parch — before lips get sore, cracked and painful. 'Chap Stick' was the ten-to-one favorite with our armed forces. So handy, so swift to bring ink comfort. Specially medicated. Specially soothing.



YOU NEED THIS

FAST-ACTING AGENT TO
relieve misery and kill cause* of
ATHLETE'S FOOT

Helps
Guard
Against
Re-infection!



Here's a product that really does what it claims. It's a Doctor's wonderfully soothing yet powerfully medicated liquid called Zemo. First applications relieve itching and burning between cracked, peeling toes and aid healing. Zemo actually kills on contact the vicious germs* that cause and spread this trouble. That's why Zemo has such an amazing record of continuous success. First trial convinces. Buy Zemo at any drugstore.

ZEMO



**“BLACK TIE
OPTIONAL”**

YOU WON'T FIND the Shelllubrication men dressed this way as a regular thing. But, as a stunt, they have repeatedly demonstrated that a car can be given the full treatment of Shelllubrication in a dinner jacket—without spotting the shirt front, or soiling a cuff.

Even before Shelllubrication, the family car was the family show piece . . . with gleaming body and soft interior in keeping with a lady's gown. But car lubrication was usually called a "grease job"—and lived up to its name! Shelllubrication in itself was a declaration against messiness and the methods that made the mess.

Shell Dealers were hand-picked. Educated and equipped as practitioners of the new art of maintaining the family's choicest possession in the style it deserves.

Shell Research worked with car manufacturers as they developed new types of bearings and other parts requiring lubrication. Shell's part was a 3-step job—producing the right lubricants for different functions . . . designing special equipment to apply

it in the right amount at the right pressure . . . and training lubrication men to use products and equipment correctly and efficiently.

Along with the lubricants, equipment, and lubrication charts, Shell Research developed Visual Inspection—the look touch examination of a car's vulnerable points—and made this a part of every Shelllubrication job.

A light burned out? Radiator dirty? Fan belt worn? These and many other critical questions are answered without your asking by your Shelllubrication man.

If you'll watch that man work, you'll find he knows *your* car and *his* job. So he saves you time and money.

When the job's done, he gives you a Shelllubrication receipt. It's more than a receipt for your purchases—it's an illustrated record of all services performed, together with recommendations for safe, economical operation of your car.

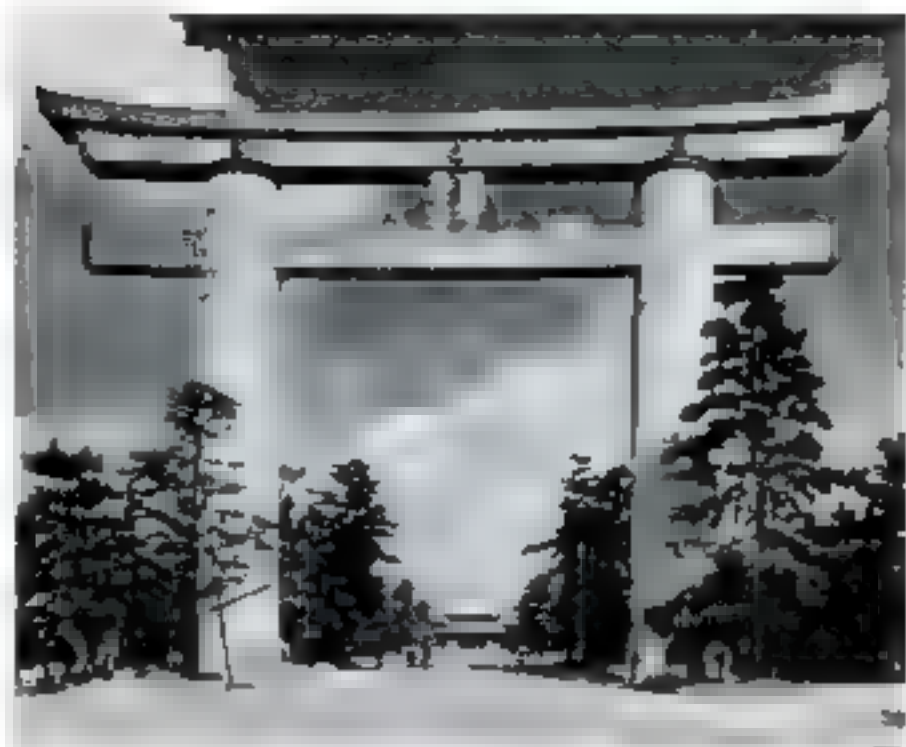
Stop where you see the Shell sign for Shelllubrication!

**Out of leadership in research
... a remarkable new Shell Gasoline**

Just as Shelllubrication is a Shell original, Shell Research has brought you a remarkable new gasoline. Your motor will prove to you, with your first tankful, that the New Shell Gasoline is 4 ways better.







GRACEFUL GATEWAY marks approach to Heian Jingu, once most important Shinto shrine in Kyoto.

Kyoto's Shrines

The ancient "City of Temples" is center of Japan's religions

What Rome is to Catholics, Kyoto is to the 16,000,000 followers of Shinto and the 45,000,000 followers of Buddha in Japan. It is the fountainhead of their worship, the scene of their most colorful festivals, the site of more than 300 Shinto shrines and 1,100 Buddhist temples. This sacred city is on Honshu Island, some 225 miles southwest of Tokyo. In 794 A.D. Emperor Kwammu, a Shintoist, moved his royal palace to Kyoto to escape domination by Buddhists. Although the capital was moved to Tokyo in 1869, Japan's emperors are still crowned there. It is the combination of shrines and royal palaces, 14th Century gardens and placid ponds that has brought millions of pilgrims to this "City of Temples" over the centuries.

Because of its religious atmosphere, Kyoto is the least modern of all large Japanese cities. Its million inhabitants live mostly in wooden houses along narrow, poky lanes. Unlike Tokyo or Yokohama, there are few skyscrapers, scarcely any buildings of concrete or steel. Like leeches the people cling tenaciously to the past, pursuing the ancient handicrafts of silk embroidery and the manufacture of kimonos, dolls and fans. During the war, however, modernity in the shape of the atom bomb almost caught up with Kyoto's languid ways. Originally it was slated by the U. S. Air Forces to be the bomb's first target. But still higher U. S. authority intervened on political and religious grounds and at the last minute Kyoto was spared.

The Shinto religion, around which much of the life and beauty of Kyoto largely revolve, is as old as Japan itself. In its present form it has become a blend of primitive worship and the Confucian form of ancestor worship that was imported into Japan from China in the Fifth Century. Its emphasis lies chiefly in ritual which, like the rice-harvest dance shown here, achieves a rare refinement of grace and dignity.

Seeing in Shintoism a conservative force that would bring the Japanese people under further control, Emperor Meiji in 1868 made it a state religion and proclaimed himself the direct descendant of the sun goddess. This connection between Shinto and state was severed last January by General MacArthur, and the present emperor renounced his claims to divinity. These actions naturally pleased the 45,000,000 Japanese who are Buddhists. It also heartened the 255,000 Christian Japanese who now feel that Christianity will gain converts and may eventually serve as the moral basis for political democracy in Japan.



RICE HARVEST DANCE in honor of Shinto goddess of food is performed at Inari shrine in Kyoto. This is 1,235th anniversary of Horse Day when goddess appeared on a mountain.



HOLDING STALKS OF RICE, the dancers bend slowly (above) and, without expression, kneel (below) to supplicate food goddess. For a fee spectators can choose their own dances.

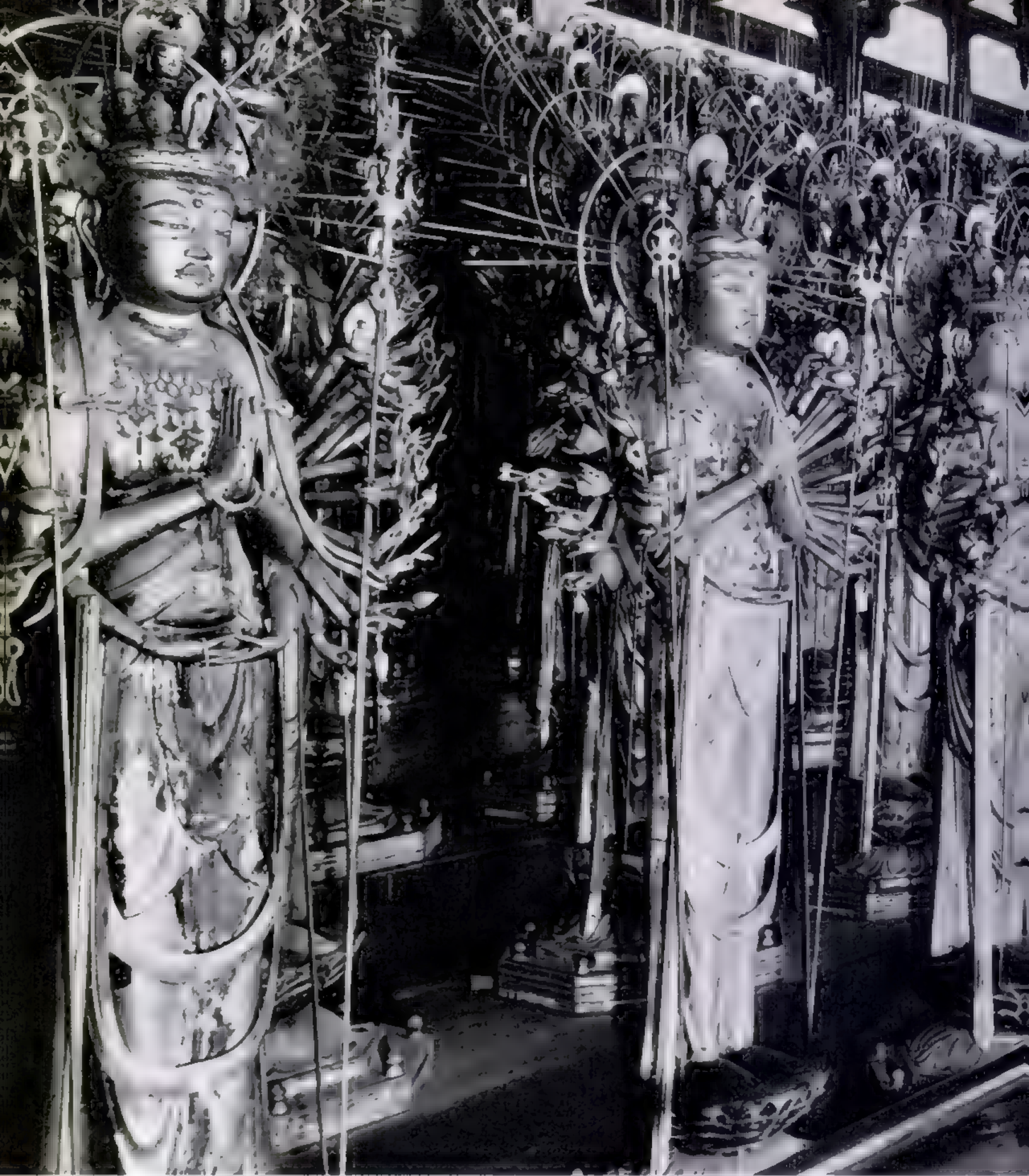


DANCER at shrine, Tekuro Yoshida (opposite page), is 17. She wears the red skirt which is the symbol of virginity, required of all Shinto dancers.

CONTINUED ON
NEXT PAGE

51

Copyrighted material



Temple of 1,001 Kwannons

Buddhists worship gilded goddesses

To Japan's Buddhists the greatest of Kyoto's temples is the Temple of Sanjusangendo. There in a great, partially open hall (*abate*), 392 feet long, are 1,001 gilded statues of Kwannon, the goddess of mercy. At the end of the great hall stands a large statue of the goddess. A thousand slightly smaller but otherwise identical statues flank the corridor, facing each other across the hall, 500 on one side and 500 on the other. Tier upon tier, they rise in a forest of halos, scepters and heavy drapes. Their innumerable hands suggest to Buddhists that



the goddess is armed with many weapons. The lotus which she holds in some hands symbolizes divine origin. The necklace placed around her upraised wrists represents the circle of life which in Buddhist thought leads neither forward nor backward. Traditionally the necklace consists of 108 beads: 54 for progress, 54 for retrogression. The axes and arrows which she clasps in her remaining hands, however, are a warning that Kwannon can be fierce when her patience is exhausted. The presence in this temple of 1,001 statues further signifies that

the mercy of this goddess is boundless. In Japan the number 1,001 stands for infinity.

The temple was built in 1266, seven centuries after Buddhism was brought to Japan from China. In 1714 it was completely renovated. Now that Shintoism no longer has state backing, Shinto priests, sensing that the religious tables have turned, are trying to reduce past differences between themselves and the Buddhists. But so far Buddha's followers have shrugged off Shinto's advances.



Mass in Kyoto

Churches are open again

There are about 5,000 Christians in Kyoto and some 1,000 of them are Roman Catholics. (In all Japan there are 96,000 Catholics.) Above, in St. Francis Church in Kyoto, Lucia Kagawa kneels while attending Sunday Mass. Her father is a botany professor at Kyoto's Imperial University. During the war the Japanese did not outlaw Christian-

ity, but they closed the churches. Lucia Kagawa and a few friends therefore met Sundays on the outskirts of the city and celebrated Mass as regularly as they could. Now that the U.S. has restored complete freedom of religious expression to the Japanese, she is looking forward solemnly to the time when she can take vows to be a nun.



From Kodacolor snapshots. (Actual Size)

Now... You and your Camera can get Color like this

KODACOLOR SNAPSHOTS — they're what you've been dreaming of ever since you first owned a camera...

Think what it will mean to you to take snapshots in vivid, glowing color: a child's rosy face . . . apple blossoms against a deep blue sky . . . a girl's bright frock . . . the soft colors of your spring garden . . .

This is the new and wonderful experience which awaits you when you load your camera with Kodacolor Film. And you can take these full-color snapshots as easily as you do black-and white snapshots . . . with an

ordinary Kodak or Brownie . . . in bright, direct sunlight.

Kodacolor snapshots are *true* snapshots—printed on paper, just like black-and-white snapshots. Carry them in your billfold, put them in your album.

You take the exposed film to your dealer and he tells you when to come back for your negatives and prints. You can have extra prints from each negative. And prints now cost less than ever. See if your Kodak dealer can't give you a roll of Kodacolor Film this week . . . Eastman Kodak Company, Rochester 4, N. Y.

Kodak announces a steadily increasing supply of Kodacolor Roll Film

Introduced over 4 years ago—
a success from the start.

Kodak

“First over the bars!”



Time, patience and skill make a champion. For eighty years and more, Hunter has held a high and honored place among the world's finest whiskies, but today's distinguished Hunter sets a new record for an old champion . . . An American Gentleman's Whiskey since 1860

Like a prize-winning jumper, Hunter whiskey has been developed slowly, expertly and with infinite care. For it takes time, patience and skill to produce a whiskey worthy of the acclaim that Hunter has received down through the

years. And nothing less than eighty-six years of experience could have achieved the matchless flavor and all-around excellence that puts today's finer Hunter in the winner's circle . . . truly a champion on every point.



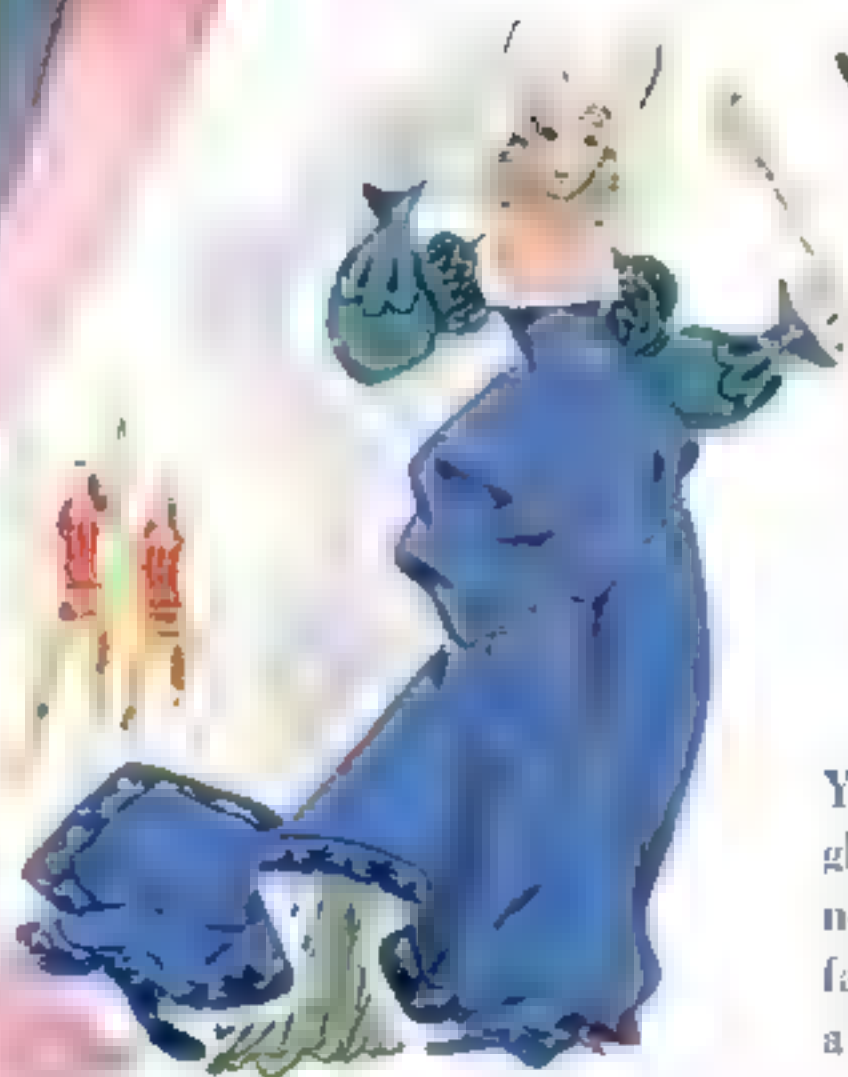
HUNTER
FINE BLENDED WHISKEY

Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended whiskey, 92 proof. The straight whiskies in this product are 6 or more years old. 40% straight whiskey. 60% grain neutral spirits.



Printed shower curtains of regal beauty
prove again that

"Krene" is Queen!



You've known and loved the "Krene" shower curtains in all their glorious plain colors... Now behold the queenly beauty of the new "Krene" patterns! Truly, here is a royal wedding... the famous "Krene" brand practicality and durability united with a glamorous new conception of beauty in color and design.

"Frost Flowers"

Blossoms as delicate as icing on a background of any of the "Krene" colors you choose. Like all "Krene" brand shower curtains, this one has an all but invisible seam (makes it look one-piece)... is waterproof, mildew-proof... and spots wipe right off! Free hanging folds never stuck together. Heat-sealed tops (no sewing) for wonderful strength. Requires almost no care to keep "like new" for years.

Your department store is showing this and many other equally beautiful "Krene" shower curtains, each with matching ruffled window curtains. Three other patterns are shown below.

Shower curtains, bathroom window curtains, and aprons may be in your department store now. A growing list of beautiful and useful products is on the way.

**NATIONAL
CARBON COMPANY, INC.**
30 East 12nd Street, New York 11, N.Y.
Unit of Union Carbide and Carbon Corporation

UCC



"Krene" is a registered trade-mark of National Carbon Company, Inc.



"Cross Bar"

"Lace Stripe"

"Gingham Check"



"Krene" plastic products are designed and fabricated by people who "grew up" with the plastic itself. That's why they live up to their looks... why it pays to look for the "Krene" trade-mark, your assurance of beautiful things, beautifully made.





FOUNDER OF FRENCH EXISTENTIALIST CULT IS JEAN-PAUL SARTRE, 40-YEAR-OLD PHILOSOPHER, PLAYWRIGHT, ESSAYIST AND NOVELIST

Existentialism

Amid Left-Bank revels, postwar Paris enthrones a bleak philosophy of pessimism derived by a French atheist from a Danish mystic

by BERNARD FRIZELL

THE youthful painter with tousled blond hair and rumpled clothes made a wry face. "*Ca me dégoûte*," he grumbled. "It is disgusting."

It was a perfumed spring evening on the crowded terrace of the Coupole, one of the biggest cafes in Paris.

"Just look at those people," muttered the painter glumly. "Can you see one happy face, one smile? Have you ever seen such spiritual poverty? Before the war this terrace was a paradise. You could sit down and talk to almost anybody and people laughed. Today the city stinks with creatures who have the souls of bureaucrats. There is no laughter. *Paris n'est plus Paris*."

The dour young man was voicing a mood that has gathered all postwar intellectual France in its somber grip and that is driving the Parisian intelligentsia to the invention of a brand-new crop of isms and philosophies of life. All of these philosophies are doctrines of intellectual blood, sweat and tears. The most harrowing of all is probably the doctrine of dolorism, whose founder and apostle is sallow, one-eyed Julien Teppe, a neurasthenic, misanthropic ascetic who roams the boulevards preaching that "only through pain" can the senses and understanding of man be sharpened to see reality. Teppe, who glowers at pretty

Parisiennes with the remark, "In 20 years you'll be garbage in a coffin," claims that the logical goal of life is suicide.

The most popular of these philosophies, however, is a somewhat more complex, if only slightly less pessimistic, cult known as existentialism. Existentialism is difficult to define and is clothed by its followers in yards

of all-but-impenetrable dialectical jargon. It sweeps aside the moral and ethical values of all past philosophies and takes as its departure the brute fact of man's existence. Man, to an existentialist, is an individual beset with incalculable obstacles in an unfriendly environment. What he does with his life depends on his own stoical reaction to this environment. The intellectuals of the Left Bank, facing the uncertainties of postwar European life, think they have found in this new philosophy at least a partial answer to their problems.

What existentialism means few Frenchmen know, but its handful of proponents has made all of France aware of their ruminations. Monthlies, weeklies and dailies devote interminable columns to reporting, analyzing, attacking and, in rare cases, defending existentialism. Not since surrealism and Dadaism has so much ink been spilled over a similar topic. In Left Bank literary cafes like the Flore, Deux Magots and Rhumerie Martiquinaise as well as bars like Cher Ami,



KIERKEGAARD was Danish philosopher from whom existentialism grew.



Amazing preparation gives faster, closer **REMINGTON** electric shaves

• Tests by 800 men prove you can now enjoy a new high in performance from your Remington Electric Shaver—with sensational new Letric Shave. It's a scientific development of The J. B. Williams Company to help you get faster, closer electric shaves. Just dash a few drops of Letric Shave on your face *before* shaving.



FASTER SHAVES!
Dries sticky perspiration—lubricates

• By overcoming friction, Letric Shave helps prevent "shaver drag"—makes shaving quicker and more comfortable for men with dry skin. It evaporates sticky, "hot-weather" perspiration—helps save minutes of shaving time.



CLOSER SHAVES!
Conditions beard—softens wiry whiskers

• A special emulsifying ingredient in Letric Shave takes the "fight" out of tough whiskers. It lets your shaver shave closely and evenly, helps you get a longer-lasting shave. It's good for the motor of your shaver, too.

• Letric Shave works equally well with any make of electric shaver. Try it for faster, closer, smoother shaves. At toilet-goods counters everywhere.



MAKES ELECTRIC SHAVING EASIER



SARTRE LIVES in the dingy, unheated Hôtel de la Louisiane, a run-down fourth-class Paris hotel on the famous Left Bank, a section where artists live.

EXISTENTIALISM CONTINUED

Pont-Royal and Montana and at the Sorbonne large numbers of esthetes, youthful *avant-garde* and groping would-be philosophers have adopted it as their creed.

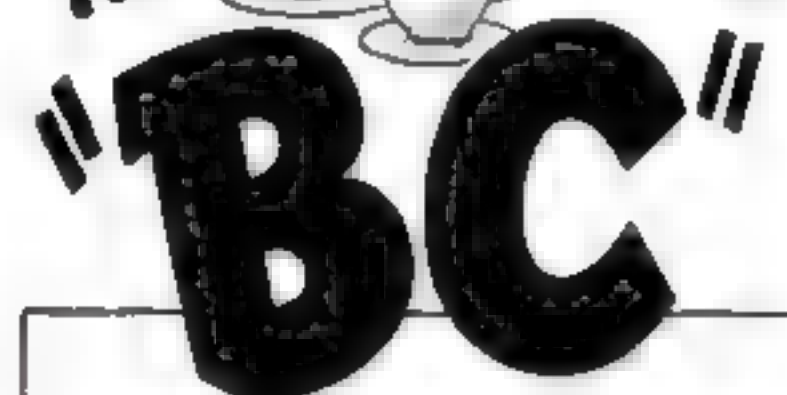
When public lectures or debates on existentialism are given in Paris they are almost invariably a major event and make front-page news the following day. On the Right Bank leading personalities, ambassadors and government ministers give lectures on the most critical political problems of the day in halls where half the seats are empty. But recent debates on existentialism on the Left Bank have attracted such crowds that Paris newspapers have suggested the ministrations of the police, firemen and Red Cross.

The personality behind the nationwide excitement over existentialism is a short, ugly, wall-eyed, 40-year-old individual named Jean-Paul Sartre. Philosopher, novelist, playwright and essayist, Sartre was for 13 years an obscure professor of philosophy. He served as a private in the French army, was captured in 1940 and spent nine months in a German war prison. When he was released, he risked a concentration camp or the execution squad by playing an active role in the Communist-dominated resistance organization, Front National.

With literary success, which came during the occupation, the big money rolled in and Sartre abandoned teaching to devote himself exclusively to writing. But he continues to live like a poverty-stricken student in a bare room of the cobwebby, unheated Hôtel de la Louisiane on the Rue de Seine.

Joys and penalties of fame

SARTRE rises early and by 9 o'clock he is drinking his morning coffee at the Café de Flore on St. Germain-des-Prés. Before his trip to the U.S. this winter where he lectured at Yale, Harvard and Princeton, the Flore was his general headquarters, office, reception room and second home. He spent his entire day there, writing in longhand, holding business conferences, receiving visitors and newspapermen and seeing friends. But the price of fame is high. From the distant hinterlands of France and the aristocratic residential quarters of Paris the curious flocked to the Flore to see the existentialists at work, peek at Monsieur Sartre, breathe a rarefied atmosphere and rub elbows with the pale, narrow-shouldered intellectuals. When Sartre returned, the Flore swarmed with disciples and sight-seers. There was no room for the master. So Sartre moved his headquarters from the overcrowded Flore to the neighboring plush, wood-paneled Pont-Royal bar.



FOR QUICK RELIEF FROM
HEADACHES
NEURALGIC & MUSCULAR PAINS



10¢
AND
25¢

CAUTION—USE ONLY AS DIRECTED



For your cool, casual comfort They're authentically styled by Flagg Bros... Genuine "Longhorn Leather" ... plaited by Hand in rich turf tan. Full flexible leather soles. Insulated insoles—rubber heels. For cool summer play. Order today. Whole sizes 6-7 D-width. **\$3.25**

FLAGG BROS.
NASHVILLE, TENN.
920 TWING AVE.
3481 5TH CHECK CASH C.O.D. DEPT 42
Every Flagg purchase must give satisfaction or your money will be cheerfully refunded. Include 25¢ extra for postage.
NAME _____
STREET _____ STATE _____
CITY _____

Here's why *PCA* specifies Champion Spark Plugs



PCA was the first domestic air line to have a fleet of these giant 39-passenger Capitaliners in service, offering more seats, more speed, more comfort each day.

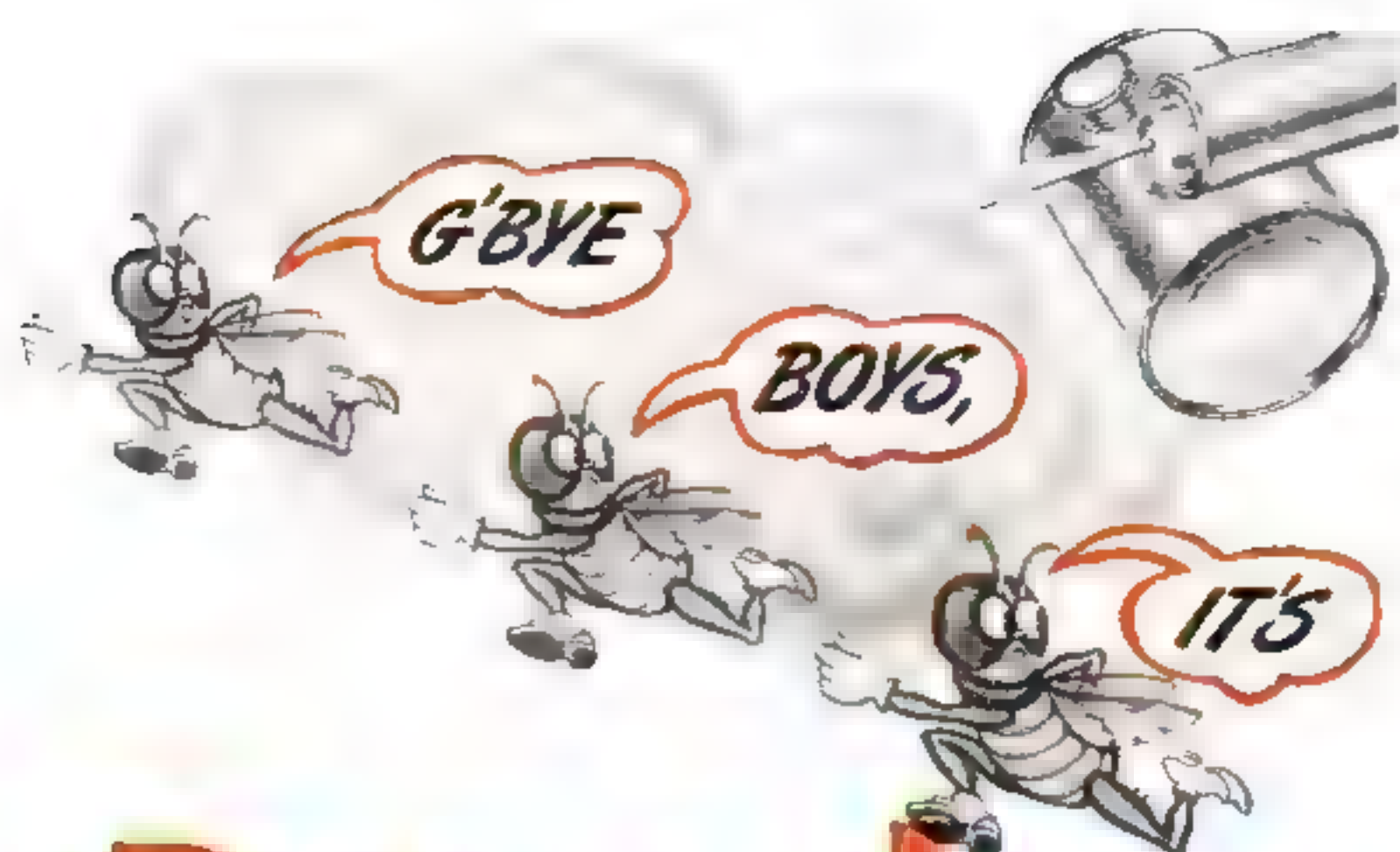
THEY'RE DEPENDABLE!



Motorists who value the expert judgment and experience of air lines on such a critical item as spark plugs, will find substantial evidence of the greater dependability of Champions in their selection by most air lines. Now PCA—The Capital Airline—joins the majority of others in the air transport field who standardize on dependable Champions. The Champion Spark Plugs for your car are products of the same outstanding research, engineering and manufacturing facilities.

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

FOLLOW THE EXPERTS . . . DEMAND DEPENDABLE CHAMPIONS FOR YOUR CAR



Bug-a-boo

with and without D. D. T.

kills all 9 major pests

● Spray those pests away for good — with Bug-a-boo! This super-insect spray, with and without D.D.T.—far exceeds U. S. Government standards for an AA Grade insecticide. Even kills roaches and moth larvae!

Yet Bug-a-boo won't harm humans, won't damage home furnishings, when used as directed. And it's pine-scented—and so pleasant to use.

For long-lasting protection from pests, you may prefer the new Bug-a-boo with 3% D.D.T. It contains Bug-a-boo's time-tested, insect-killing ingredients, plus all the D.D.T. that's required for effective residual deposit, and the full amount considered justified for home uses.

Caution: Use Bug-a-boo with D.D.T. carefully, according to the directions.

KILLS
FLIES • ANTS
MOTHS • ROACHES
MOSQUITOES
BEDBUGS
SILVERFISH
WATERBUGS
FLEAS



● AVAILABLE WITH AND WITHOUT D.D.T.

Buy Bug-a-boo at your favorite store or dealer



THE SIGN THE NATION KNOWS

EXISTENTIALISM CONTINUED

Radiating energy, Sartre astounds his friends with his phenomenal output. He works hard and long, yet he seems to be able to focus his mind on a dozen subjects at once. He works simultaneously on a novel, a play, a philosophy opus and a host of articles. By 6:30, the hour of *apéritif*, however, Sartre's working day has ended. At that time the initiated gather with him in the Pont-Royal bar and, in a smoke-laden atmosphere, the evening's drinking, talking and merrymaking begins. By 8 o'clock the party moves to a black-market restaurant, where the existentialists fortify their pessimism with succulent dinners topped by excellent vintages and rounded out by age-ripened liqueurs. Enveloped in a rose-misted glow, the existentialist *bon vivants* often trundle to a lowly dive called Le Bal Nègre, where Prophet Sartre's Gallicly gay temperament gets full play as an obligato to a spate of noisy hip-twitching rumbas, tangos and *javas* (French waltzes). The top of his head a bare five feet from the tip of his toes, Sartre usually looks dwarfed when he dances, and the sight is less than inspiring since the philosopher's sense of rhythm is considerably inferior to his sense of logic.

Sometimes the night-long frolicking occurs in the privacy of an existentialist apartment. Sartre's fine humor is then apt to explode into high-flown farce. On one such bibulous evening, according to a current legend, Sartre began boxing a dressmaker's dummy. In the room was an old-fashioned bed topped by a canopy. Sartre's disciple, Simone de Beauvoir, an attractive blue-eyed brunette, was seated on the bed. The philosopher finally landed a haymaker, the canopy was shaken loose and fell with a thud on de Beauvoir's head. Toasts were offered, glasses drained as wits proclaimed that Sartre had crowned her queen of existentialism.

The queen writes books too

WHILE many of the women in Sartre's circle are merely pretty, decorative creatures on the literary fringe, Simone de Beauvoir is an intellectual heavyweight. Like Sartre, she is a former professor of philosophy and, in addition to writing penetrating articles on ethics, sociology and metaphysics, has produced a series of novels and plays. Her latest novel, *Le Sang des Autres* (*Blood of Others*), embodies the basic tenets of existentialism and received good notices. But her play *Les Bouches Inutiles* (*Useless Mouths*) flopped badly this season and was dubbed by unkind critics *La Pièce Inutile* (*The Useless Play*).

De Beauvoir is one of Sartre's extremely rare, mature disciples. Practically all the others are very young. They vary between 17 and 25 years of age and are mostly students. A number, however, are musicians and painters, like Georges Patrice, a former Sartre student, who claims that the paintings he is now exhibiting in a Left Bank gallery are existentialist art. But Sartre denies that painters or musicians can produce existentialist works since existentialism "is strictly destined for technicians and philosophers."

Nevertheless, Sartre's followers are young men and women who, in the tradition of France, are considered the intellectual elite, part of the nation's gilded youth. But of those who attach themselves to the existentialist movement, even the existentialists admit that many are simply intellectual snobs who have found a fashionable fad on which to cling. Whether sincere or not, however, the existentialist looks like the traditional Left Bank beachcomber. He is a bizarre, long-haired character who wears a serene expression and baggy pants. Invariably he totes books or a manuscript under his arm. He is a portrait of the eternal student or the struggling French intellectual, minus the mustache, in a class-B Hollywood production.

Existentialism is new only in its sudden vogue. Fountainhead of the philosophy is the Danish religious thinker Søren Kierkegaard. A nontechnical, discursive writer using his own intricate jargon, Kierkegaard in the early part of the 19th Century sought a new philosophic basis for Christianity in an analysis of man's existence rather than in clear, abstract ideas of his nature.

An atheist, Sartre discarded the religious kernel of Kierkegaard's philosophy and cherished its metaphysical husk. Rejecting traditional views that man and the world can be explained by abstract categories and clear ideas, existentialism, in its elucidation of the mystery of man's fate, his nature and destiny in the world, jumps off from the hard fact that man exists. He exists not with a fixed, predetermined character but as a set of potentialities permitting him to develop in a variety of directions depending on what he does with his life. For man is plastic, and it is up to each in-

CONTINUED ON PAGE 5.



SERVING THROUGH SCIENCE

How to say "Poof!" to a Puncture



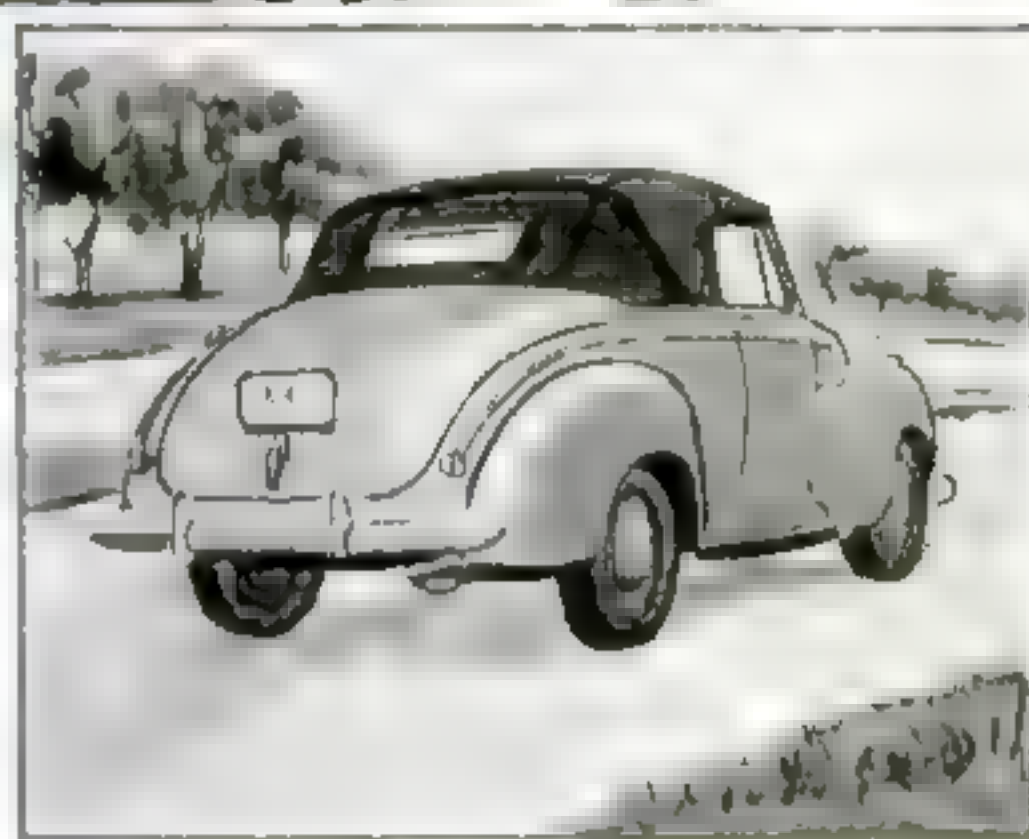
1. Get U. S. Royal Butyl Tubes!

Butyl is a new kind of rubber—makes a *better* kind of tube. One that holds air many times longer—needs less checking... lessens the danger from punctures.



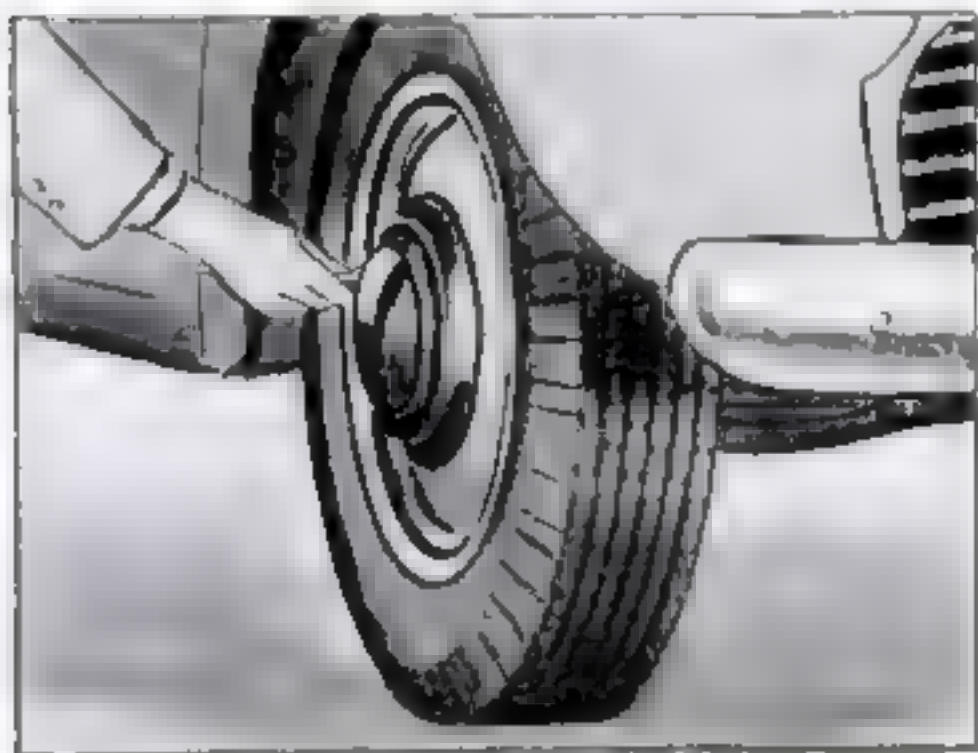
2. In the toughest test a tube can take...

we deliberately drove a heavy building nail into a tire containing one of these new tubes. It was a puncture for sure. But we mounted the wheel and drove off.



3. We drove 91 miles on the puncture...

with an ordinary tube, we'd have expected, every minute, that the tire would let us down—that we'd have a roadside flat. But not with the new U. S. Royal Butyl Tube!



4. Here's the tire at the end of the test.

2 1/2 hours later—still 25 pounds of pressure! Still safe to drive on! Dramatic proof that the new U. S. Royal Butyl Tube is far better than any prewar tube you ever knew.

U.S. ROYAL BUTYL TUBES

Butyl is the new rubber the army used in soldiers' clothing to keep poison gases out. Butyl is the new kind of rubber used in U. S. Royal Tubes to keep air *in*. That means less frequent inflation... a *safer* ride—and longer mileage for both tube and tire. That means *you'll* want the new U. S. Royal Butyl inner tube five wheels round on *your* car.

SEE YOUR U. S. TIRE DEALER NOW!



UNITED STATES RUBBER COMPANY

IN CANADA, THE DOMINION RUBBER COMPANY, LTD.

1230 AVENUE OF THE AMERICAS • ROCKEFELLER CENTER • NEW YORK 20, N. Y.

WHEN
IT'S AN EXIDE
...you start



BUY TO LAST

EXISTENTIALISM CONTINUED

dividual to create his own finished character, his own "human nature." Thus what a man is nobody can know until he is dead. In existentialist terminology this idea is expressed by the principle "existence precedes essence."

Moreover, through no choice of his own, man is meaninglessly thrust into the world at a specific time and in a specific society. He did not elect to be born but he is "here now" and thus "responsible and committed" to fulfill his existence, complete his life. Because of his frailty under the impact of cosmic forces and the uncertainty of his future in an unfriendly universe, man's existence is fraught with terror and anxiety, fear and trembling. But since he recognizes his responsibility to do something with his existence now that he has been cast unwittingly, in the spume of time and space, he is permeated with a profound sense of guilt.

What man does with his existence raises the basic question of the nature of freedom. Sartre's formula is paradoxical. He says man is free to act but he must act to be free. To begin with, man is distinguished from other things and creatures in that he is free to choose what he will do. But this freedom of choice only becomes complete freedom once a choice is made and man goes into action, consciously committing himself to achieving the goal he has set for himself. Conversely, if man fails to make his choice and act, he is not free but simply simmering in his own juice. No lover of ivory towers, Sartre believes freedom consists in being completely committed to a chosen social or political line of action. For him man's highest good is freedom.

Behind this philosophy of man existing in a hostile world through no fault of his own and trying to make the best of things by choosing to commit himself to his times and thereby achieve freedom, Sartre has developed an unflattering conception of man's nature. His very sense of existence is a vague, terrifying anguish that has no object but is an emotion of despair that one is alive. Man is fearful, cowardly, hesitant, evil, guilty, egotistical, self-enclosed, unapproachable, impure, fragile, worried. He fears even freedom to which he is "condemned" and often tries to escape it by refusing

to make a presented choice and burying himself in some meaningless day-to-day routine.

A godless universe which is a chaotic mess neither arranged for man's good nor improved by his presence fills out Sartre's view of man's cosmic destiny. It is therefore strictly within the limits of his time and society that man can achieve his only good freedom.

Strongly influenced technically as well as in subject matter by American writers like William Faulkner, Erskine Caldwell and John Dos Passos, existentialist literature has shocked the French literary world by its language and ideas as much as Louis-Ferdinand Céline did before the war. Delicate French sensibilities are ruffled when a Sartrean hero leans over a very drunk Sartrean heroine and a passage (this one printable in English) like the following appears: "A slight bitter smell of vomit escaped from her mouth, so pure. Mathieu passionately breathed in that odor."

Using a French that critics describe as scatological and existentialists as the spoken tongue (both are right), Sartre, whose talent is undenied by his severest critics, draws a picture of life and man that poses the fundamental question of our times for French intellectuals. What, he and his followers ask, are you going to do about the miserable state of the world and the social and political problems that plague us? In the play *Les Mouches* (*The Flies*), produced during the occupation, Sartre's answer was clear to those who could understand. Set in ancient Greece, the play transformed Greek mythology into anti-German and anti-Vichy propaganda. *Les mouches* were the plague of oppressors infesting the inhabitants of a Greek city and the play's message was that to attain freedom one had to fight against tyrants.

Sartre's major philosophical work is a weighty tome of more than 700 pages called *L'Être et le Néant* (*Being and Nothingness*). The opus bears the paradoxical subtitle *A Phenomenologist Ontology*, which is calculated to raise learned eyebrows since historically phenomenologists limited themselves to a description and analysis of material phenomena and castigated ontology and meta-



SARTRE PUPIL, Georges Patrice, regards his painting of a clown as existentialist in mood and conception.

\$1²⁰ VALUE-ONLY 49¢

TWO 60¢ REGULAR SIZE BOTTLES OF

Packer's Shampoo

IMPROVED

For lovely, Naturally
Fragrant Hair

No perfume can replace the natural fragrance of your hair—the thrilling you that quickly captures a man's heart.

Packer's Shampoos are specially made to bring out the true loveliness of your hair. Rich, gentle lather cleanses so easily, so effectively. Leaves hair exquisitely soft, lustrous, easy to manage. Kind to permanents.



AVOID SCALP ODOR

Don't try to mask scalp odor! Remove stale, romance-ruining scalp oils safely, quickly. Guard the natural fragrance of your hair with Packer's Shampoos. Individualized to your type. Special offer above includes both Packer's Pine Tar and Packer's Olive Oil Shampoos. Get them today!

This combination is on sale
at leading toilet goods counters
Available for a limited time only

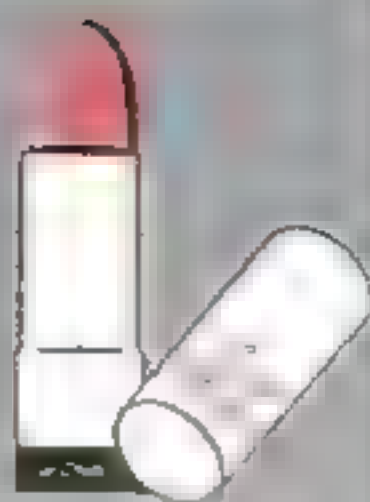
Packer's

famous 75 years for Scalp and Hair care
INDIVIDUALIZED SHAMPOOS
PINE TAR - OLIVE OIL

For the song in your heart..

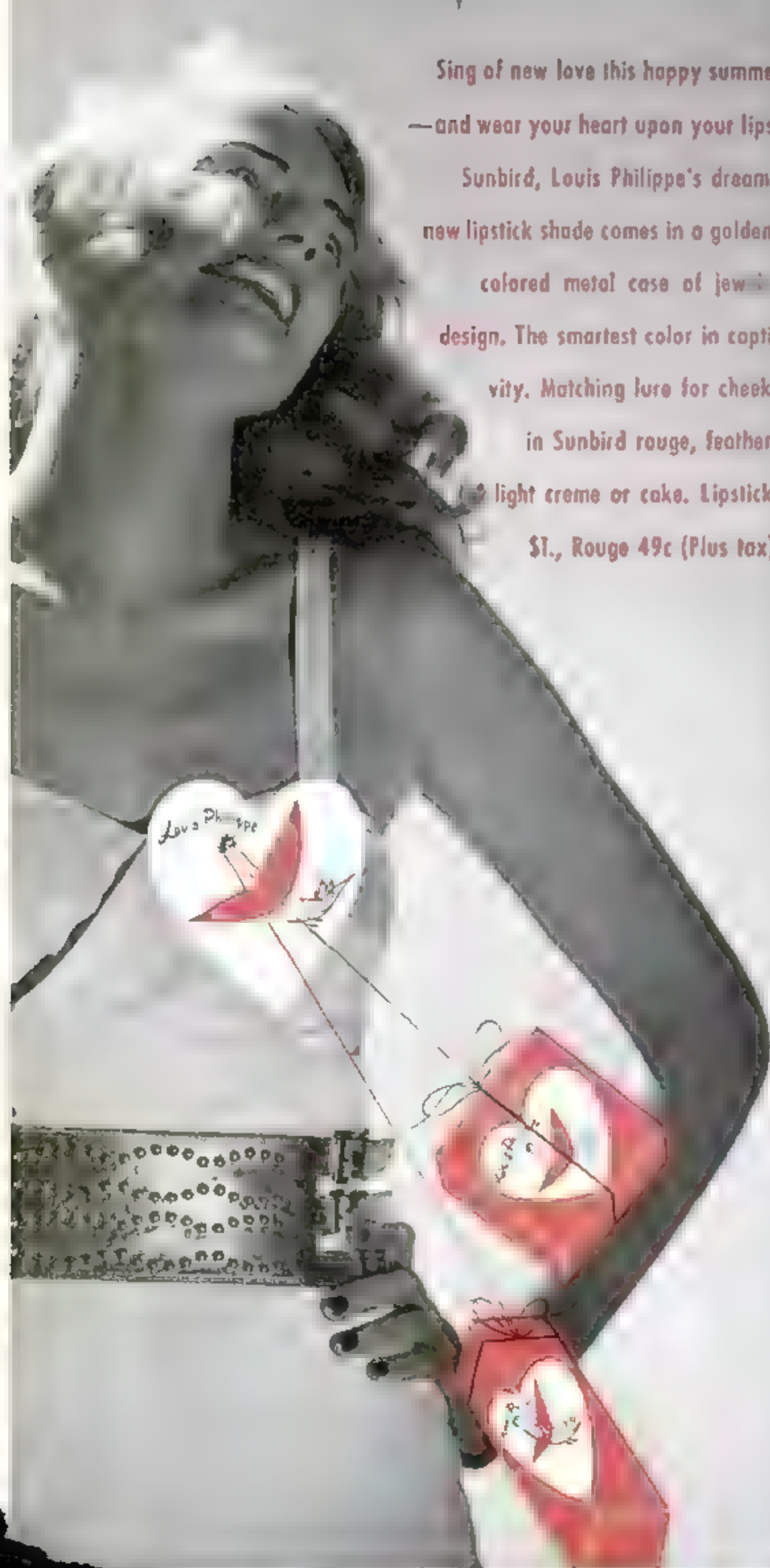
SunBird,

Louis Philippe's
new lipstick shade



Sing of new love this happy summer
—and wear your heart upon your lips!

Sunbird, Louis Philippe's dreamy
new lipstick shade comes in a golden-
colored metal case of jew-
eled design. The smartest color in capti-
vity. Matching lure for cheeks
in Sunbird rouge, feather-
light creme or cake. Lipstick,
\$1., Rouge 49c (Plus tax).



EXISTENTIALISM CONTINUED

physics as meaningless dream worlds. In any event few people read the book, which reviewers completely ignored, but the tight, inner circle of publishers and literati knew of it and Sartre's prestige soared.

What French critics abhor in existentialist literature is its unsentimental view of man and the world as well as certain repeated themes. With dizzying frequency in books of existentialists the language becomes that of street urchins or drunken sailors, sex rears its ugly head, illicit love is followed by pregnancy, pregnancy by abortion, abortion by anguish, guilt, fear and cowardice. As women chase men desperately over each page, characters sweat profusely and their hands are constantly clammy from bursts of anguish, despair and indecision about what they are doing here and why they are alive in this century.

The portrait, however, is far from a caricature of reality. Never since the Middle Ages, the bloody days of The Terror and the barricades of the Commune in 1870 has France known such a black period. France was literally crushed in 1940 and the subsequent occupation. Many, particularly the intellectuals, feel lost, abandoned and helpless.

Between Communism and Catholicism

EXISTENTIALISM, the chief ism to arise out of France's defeat, described the plight of French intellectuals and offered an answer in both personal and social terms. Its literature seems to have replaced the proletarian literature of the '30s and it pretends to be much closer to the extreme left in France than French Communists care to admit. While Sartre worked with the Communists during the occupation, today his differences from Marxism have made him their primary enemy on the intellectual front.

But the Catholics oppose Sartre just as violently, and the church organ *La Croix* claims that existentialism is a danger "more serious than 18th Century rationalism and 19th Century positivism." Young girls at school are put on guard against existentialism by conservative families and priests as against the sin of the century.

Whether existentialism constitutes idealism, as the Communists maintain, or "crude materialism," as the Catholics believe, is a point that keeps the intelligentsia chattering late into the Parisian night. On more modest intellectual levels conversation about existentialism is simpler but no less heated. When recently a student seated himself at a cafe table and announced that he was going to eat the most enormous meal in history, the comment of onlookers was, "Obviously, an existentialist." Concierges and shopkeepers are so familiar with the dubious, barbaric term that they are continually asking those they consider their intellectual betters what it means. In the crowded Paris subway an irate strap-hanger, elbowed beyond endurance, will assault his neighbor with the epithet, "Species of an existentialist!" Reporters, interviewing celebrities, invariably ask what they think of existentialism. A typical answer from one limpid-eyed actress was, "Huh?" Parisians may feel that existentialism is the disillusioned cry of decline and spiritual bankruptcy. But the sheer luxuriance of Parisian conversation about its latest ism offers encouraging proof that Paris is, after all, the same old Paris.



KING AND QUEEN of existentialism, Sartre and Hec-ven Simone de Beauvoir, have tea at Pont Royal bar while he goes over Jeanne's scripts with

"His Master's Voice"—*The history of a famous Trade Mark*

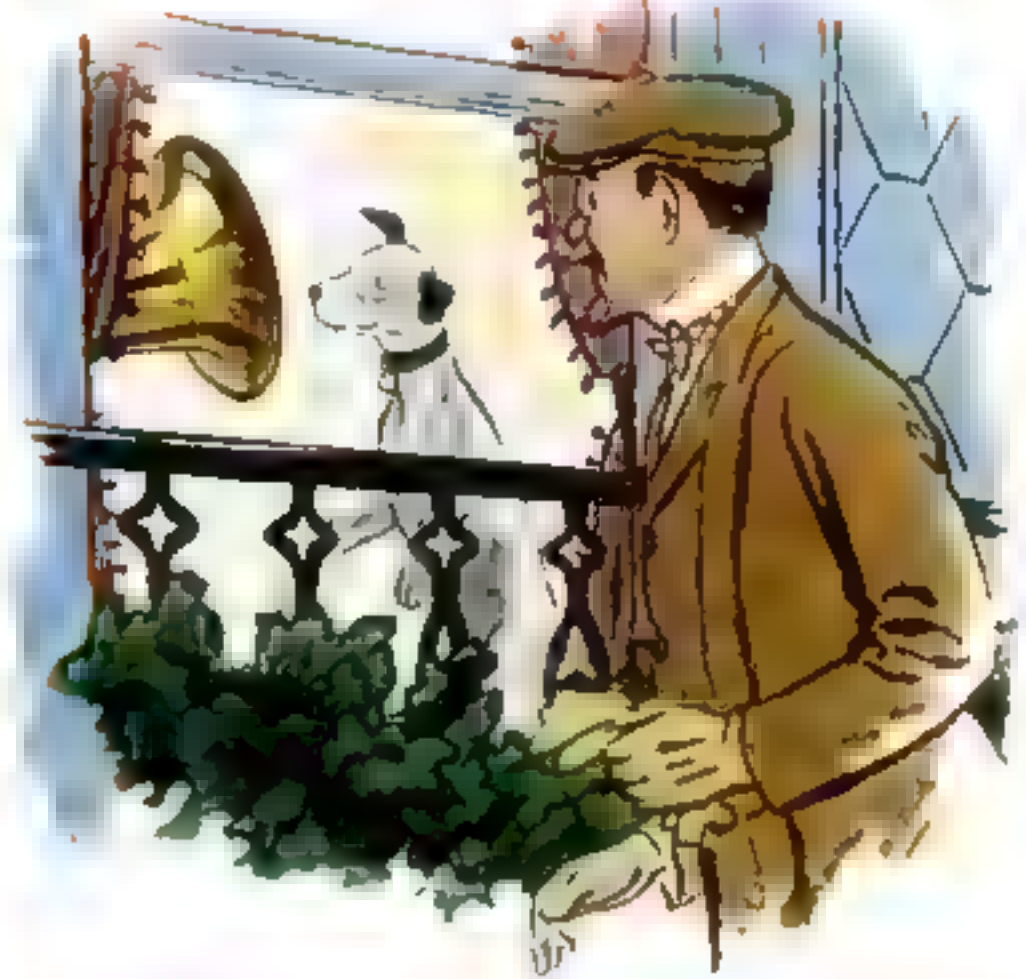


"His Master's Voice"

T. M. Reg. U. S. Pat. Off.



"Hello! Lots of people don't know it but my name is NIPPER. I was a real dog who really recognized 'His Master's Voice' back in 1898."



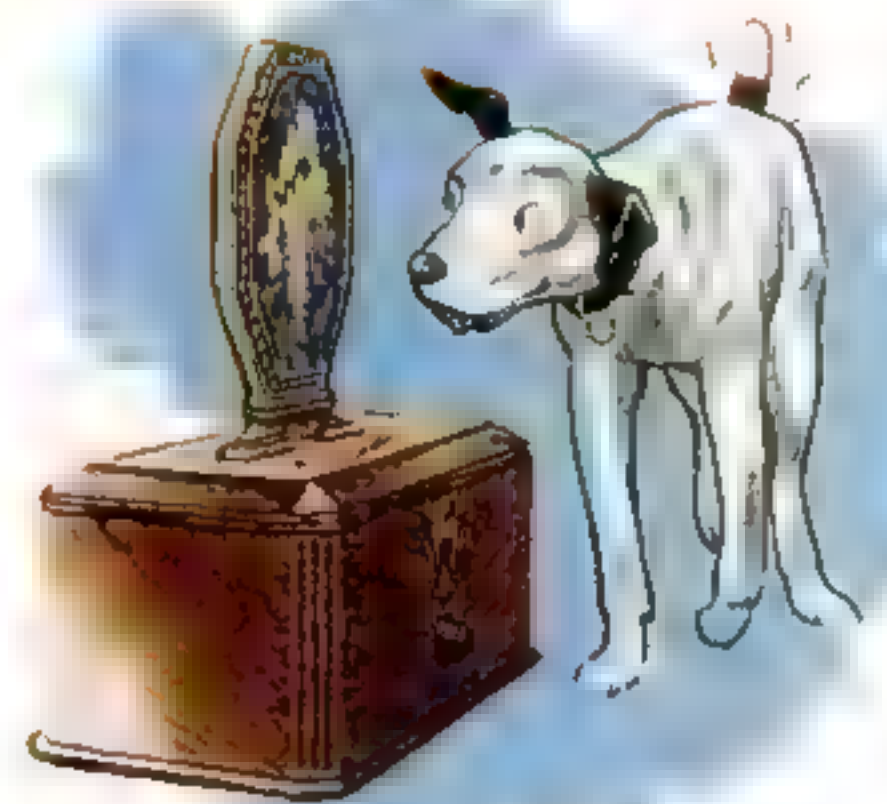
"But what made me immortal was that my master (a painter fellow named Francis Barraud) caught sight of me listening one day..."



"And then I had to do the hardest work of my life—*posing!* If there's one thing I don't like to do it's to sit still... But I did it for hours!"



"Then they took Mr. Barraud's painting of me and ran it as a Victrola advertisement... I was started on my career to world fame!"



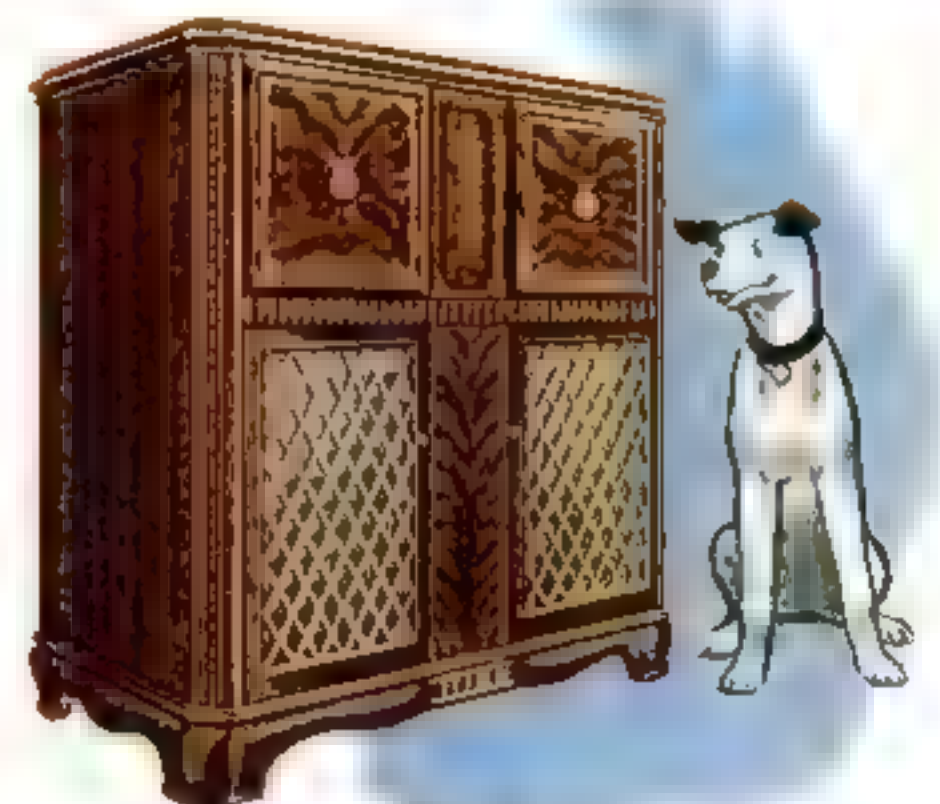
"Next, another kind of 'music box' came along—a radio made by RCA. Then, when RCA merged with Victor—in 1929, I became *even more famous!*"



"So today, folks, you have something they never dreamed of in the old days!... You have the real-life TONE of the new RCA Victor 'Golden Throat.'"



"Please, *I beg you*, hear the thrilling new 'Golden Throat' today. It's in all radios and Victrola radio-phonographs made by RCA Victor."



"And—best of all—listen to the new Victrola S9V1. You'll agree it's a truly great radio-phonograph... with 'His Master's Voice' *more real than ever.*"

ONLY RCA VICTOR MAKES THE VICTROLA*



RCA VICTOR Radio Corporation of America

*"Victrola"—T. M. Reg. U. S. Pat. Off.

*First by far
with a
postwar car!*

THE NEW 1947 STUDEBAKER

*Built by America's finest
automotive craftsmen*

YOUR dream car is here—and in production! Studebaker again paces its industry with another "first"—perhaps the most important "first" in its long list of pioneering accomplishments!

New 1947 Studebaker Champions and Commanders—America's first genuine postwar cars—are now being built and delivered to the public.

Their low, long lines, their extra width and smart appointments say more than columns of words could about their beauty. They excel in riding comfort and handling ease.

They're brilliantly engineered—built to war production standards of accuracy by responsible, able craftsmen, many of whom are members of Studebaker's unique father-and-son teams.

In fact, this amazing achievement of introducing 1947 cars this early is possible largely because of the remarkable teamwork and co-operation of the engineers, craftsmen and all the other members of the loyal Studebaker organization.

You can look for thousands of these fine new 1947 Studebakers to be coming off the production lines every week now. Your nearby Studebaker dealer is showing these outstanding new automobiles with pleasure—and selling them with pride!

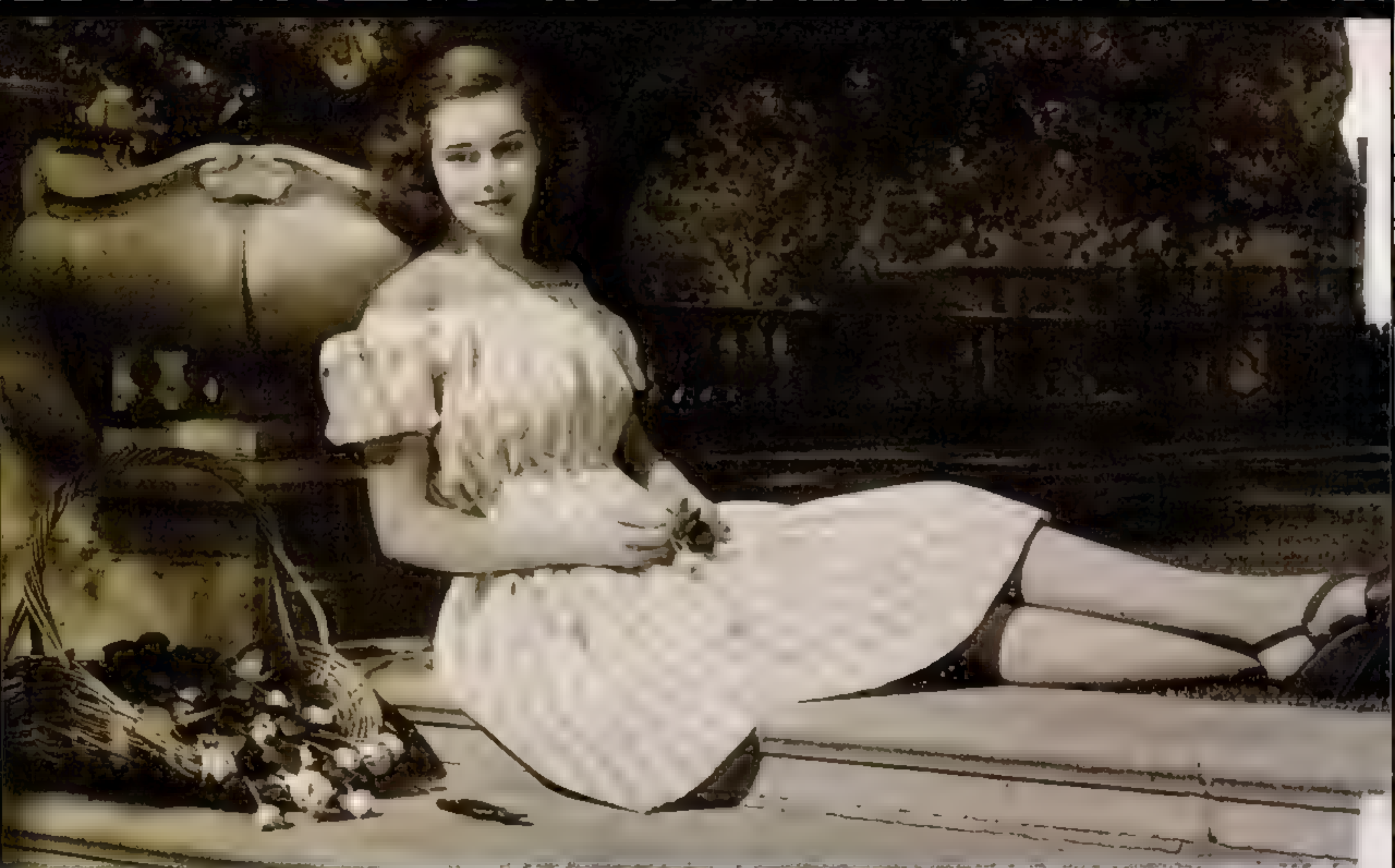


THEY'RE LOW!



Also shown: 1957 Ford: 1957 Studebaker Commander; 1957 DeSoto 6-Passenger Coupe

THEY'RE LONG! THEY'RE LUXURIOUS!



I remember another June

THIS JUNE comes — Joy! He be a bride,
But I'm in for another June.

I was his sister — his cousin's youngest
or eldest — I don't know — but I had
my pink dress — the kind one with
slits — the white yard full of flowers
no presents.

Presents I had — kisses — were so
kind — so dear — things in the air — I had to
asp my heart to keep — my love — the
power — the love — the dream — I saw.

I can hear my cousin's proud — the night
You be in new — my sister — June?
This is my International Sterling — my girl
the best — Nothing seemed to — for me? And
saw my pattern — dream?

There was something in her voice that

made me look at her quickly — It was in her
eyes — too.

And suddenly — though I'd never before
serious thought — before — it was not my cousin
but my pattern — sitting cross — a child —
able — My love with my own — my sister.

It couldn't have been long — yet that
poked out my own love's International
pattern — began having a few pieces out of
my — growing — and getting the family to give
me — for birthday — and Christmas — Not
even the — my — my pride.

It was as if — know — how high my dreams
would go — some day — a day — when I'd
want only the most beautiful and best — A
day this — and.



For your eyes' pride and your heart's pick
— the International Sterling — your choice.

Let your power show — the — this de-
signed International pattern — giving
— silver — the way — through — So
the rich — a — precise — carving — to the
perfect balance — Your love will say — yes
to your pattern.

Begin — I see like with just a few pieces
or a Friday — two settings — I see for —
knife — spoon — saw — fork — crew — ship — spear
better — silver — to — comp — to your — silver.

THE NEW — the — the — the — the — the —
starring — the — the — the — the — the —
in a corner — dream — of — young — in — the —
Sunday — evenings — 6 — p.m. — D.S.T. —
Broadcasting System.

Copyright 1940 — International Sterling — the — the — the — the — the —



International Sterling



VETERANS AND THEIR WIVES SWARM OVER THEIR 37-ROOM MANSION IN OLD GREENWICH, CONN., HELPING CONTRACTOR TO REMODEL IT INTO HOUSING QUARTERS

COOPERATIVE HOUSE

Veterans' families remodel an old mansion to make a place to live

In Old Greenwich, Conn. 13 enterprising veterans are solving their housing problem by remodeling an abandoned 37-room mansion on Long Island Sound. For two months they have been busy re-vamping the rambling house into 13 completely equipped apartments, each with bath and kitchen including range. Only community feature is a big recreation lounge. By July 1 the veterans, their wives, their 11 children expect to have moved in.

The mansion, which is owned by the town, was leased for \$1 to the group which is incorporated under the name Vetapco Corp. (Veterans Apartment Corporation). To finance the remodeling by a contractor each member of the group borrowed \$1,000 from the local bank. Rent is \$15 to \$70 depending on the size and location of the apartment. From each member's rent \$29.50 will be used to pay back the bank loan which will take three years.



BUILDING A PARTITION, Walter Clark helps get his new home finished while his wife and son look on. The Clarks' apartment overlooks the water.



A WATER CLOSET, installed around 1900, proves puzzling for Henry L. Slosson. The Slossons, who have two children, have four rooms and a kitchen.

Get a Thrill...
from the richer, Deluxe Flavor of
TROLL MINTS
...between smokes—freshen
your taste with TROLLS

5¢

TROLLS
PEPPERMINT
NET WT. 3/4 OZ.

JOHN T. TROLL CO. ★★ LOS ANGELES

WINTERGREEN or PEPPERMINT CANDY MINTS

Priced TOO LOW!

COMPARE It with ANY Pen costing up to \$10.00. COMPARE its beauty... its workmanship... how it feels in your hand... how it WRITES. COMPARE its instant response... its generous ink capacity... its smoothness. COMPARE and you'll discover why hundreds of thousands of UNIVERSAL Fountain Pens are in daily use throughout the world.

Featured by leading Department, Stationery and Drug Stores including

WHELAN
OWL
LIGGETT
SONTAG
etc., etc.

\$3.35

UNIVERSAL V-100 \$1.40
UNIVERSAL STYLO-GRAFF \$1.40

FULLY GUARANTEED!

UNIVERSAL
uni-flow

UNIVERSAL FOUNTAIN PEN & PENCIL CO.
144 West 26th St., N. Y. 1, N. Y.

Golfing Fishing Bathing

Sightseeing Riding Boating Hiking

Virginia
OFFERS
Variety
FOR
Vacationers

Victory Vacation Year
1946 - June - 1947
You've Earned It—Now Enjoy It

Mountains, lowlands, sea-shore... elegant formal gardens, acres of wild flowers... peaks from which you view half a dozen states... caverns fashioned when the earth was young... shrines where great Americans made history... swimming, hiking, riding, boating, golfing, sightseeing, motoring... fine plays at the Barter Theatre in Abingdon... these things you'll find and thrill to on your vacation this year in VIRGINIA, the Old Dominion.

VIRGINIA
CONSERVATION COMMISSION
Room 809, 914 Capitol Street
RICHMOND 19, VIRGINIA

[Write for FREE copy of Pictorial Booklet]

Motion Pictures on Virginia Available

Williamsburg Caverns Skyline Drive



OLD VENETIAN BLINDS are tested on a wide-frame window by Virginia and Robert Frank. The window leads out from the third story onto a porch.



AN OLD FIREPLACE, which had been blocked off, is cleared out. This is in the old reception hall which is being made into the Slossons' living room.



FROM A TINY DORMER of their apartment, Jacob and Marguerite Omdahl survey lawn. Like all tenants, Omdahl did own painting and decorating.

Pard made a pard of my dog...




*There's abundant capacity
for companionship,
fun and frolic
in a well fed,
happy dog.*

Meat Proteins are the Natural Food for your Dog. The Meat Proteins in Pard are top quality—exceedingly rich in nutritional value.

● It takes so little to make a dog happy. It's as simple as just giving him the right food and kind treatment. Every wag of his irrepressible tail, and bright eyed devotion will repay you a thousand times over. And what better food for your dog

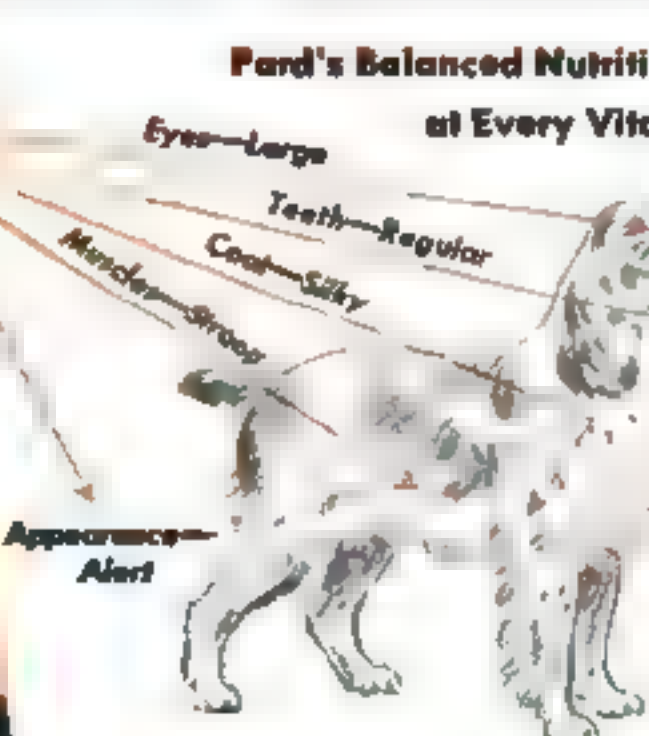
than Pard—for Pard provides meat proteins of the same high nutritional value as those of the fresh product—plus essential vitamins and minerals—nutritionally correct, as proved by actual feeding to generation after generation of dogs. *No additional meat is ever needed!*

Feed your dog Pard for 10 days and notice the eagerness and appetite he displays. Witness his strength, stamina and pep—his *overall* happiness. Ask your dealer for Pard. It's the "square meal" for your dog!



Pard's Balanced Nutrition Builds Health at Every Vital Point

- Eye—Large
- Teeth—Regular
- Coat—Silky
- Muscle—Strong
- Appearance—Alert



Proof of Pard's full strength nutrition!

In successive generations of dogs fed Pard exclusively not one dietary illness appeared. Robust health always.



THE HURLY-BURLY of *Around the World* reaches a climax in this scene in the Himalayan jungle, filled with

villainous warriors (left), dressed and half-dressed mourners, a multiheaded demon (far right). The commotion

centers around a beautiful lady who, according to Hindu custom, is about to be burned alive with her husband's



DRINKING TEA in India on an elephant, Fogg and his manservant (Larry Laurence, left) pass white-clad Indian girl going to her husband's funeral. The elephant driver is Welles in disguise.

"AROUND THE WORLD"

Orson Welles runs hog-wild with Verne's novel

In *Around the World*, which celebrates his return to the theater after a five-year absence, Orson Welles has produced the most overstuffed conglomeration of circus, magic, movies, old-fashioned spectacle and penny peep shows that Broadway has seen since the days of Barnum's Museum. Running hog-wild with the plot of Jules Verne's novel, *Around the World in 80 Days*, Welles begins his show in London in 1872 when a dignified Englishman named Phileas Fogg, played by Arthur Margetson, bets that he can circle the globe in 80 days. At the moment of his departure, Fogg is suspected of a bank robbery. A Scotland Yard detective then chases him through Suez, India, a Hong Kong opium den, a Japanese circus, the wilds of Utah and back to London. Welles himself plays the detective, in a series of outlandish disguises.

For part of the time *Around the World* is wonderful, noisy fun. But, handicapped by Cole Porter's disappointing music and a slapdash production, it ends up like a Victorian whatnot more cluttered with junk than gems. Since most Broadway critics panned his efforts, Welles now makes a curtain speech after each performance, saying he has been accused of "tossing everything into his show but..." Thereupon an actor lugs a real kitchen sink onto the stage to nobody's great surprise.

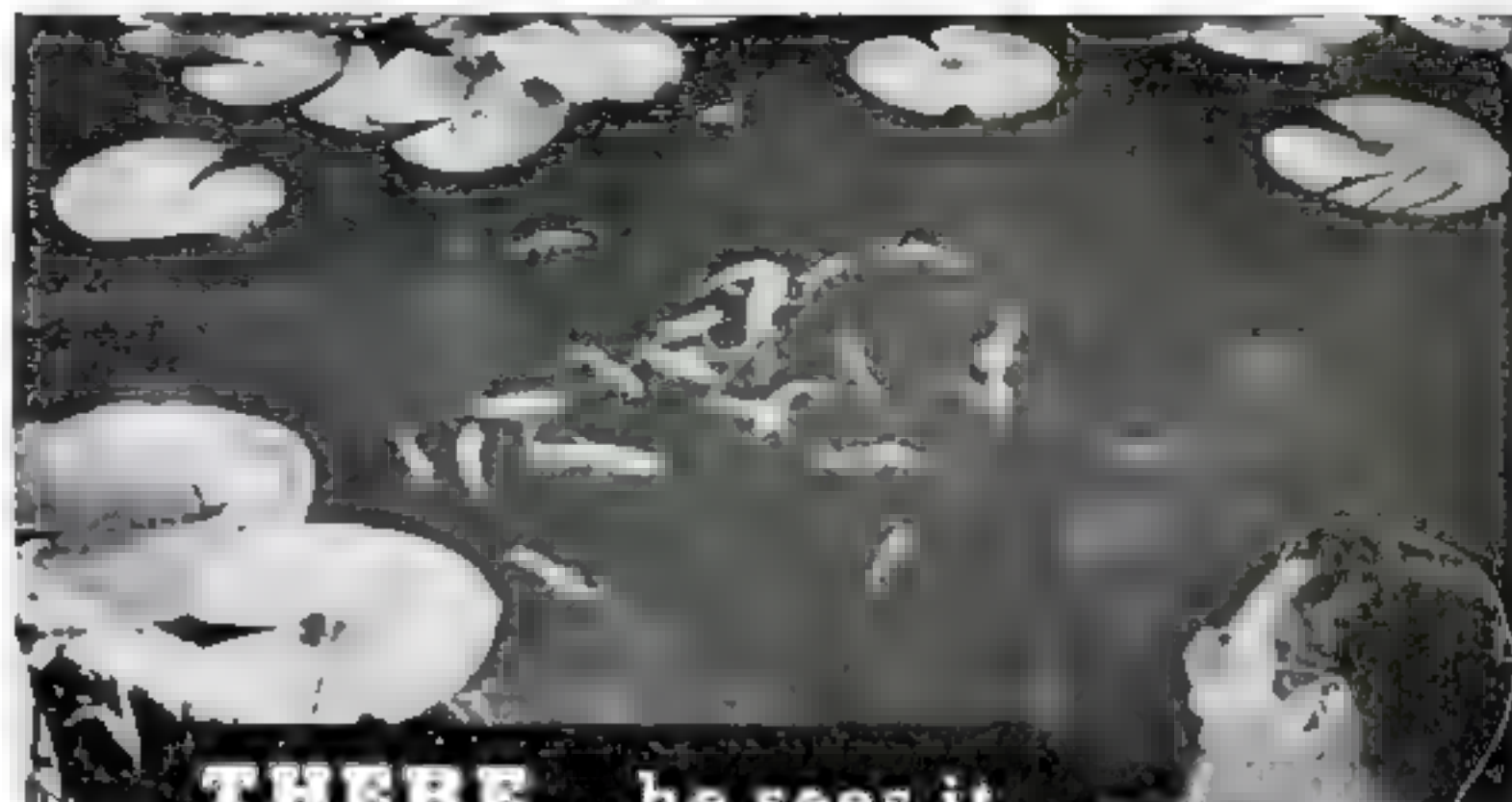


corpse. She is rescued by Phileas Fogg, who has secretly substituted himself for the corpse. Pretty girls pop in and out from side alcoves all during show.



TRAPPED in an eagle's nest in Utah by American Indians, who want to sacrifice him to their god, Phileas Fogg is attacked by a stuffed bird on wires.

CONTINUED ON NEXT PAGE



THERE...he sees it

AO Polaroid® Day Glasses filter blinding, reflected glare... enable him to see details clearly, without strain. These scientific glasses also absorb ultra-violet (sunburn) rays, admitting only useful light.



GLARE...she doesn't

Why is she missing so much? It's because she's never discovered how AO Polaroid Day Glasses cut reflected glare... Ask your dealer for a demonstration and begin to enjoy the world outdoors!



AO POLAROID DAY GLASSES

**Only AO Polaroid Sun Glasses
FILTER REFLECTED GLARE**

AO Polaroid Day Glasses . . . \$1.95

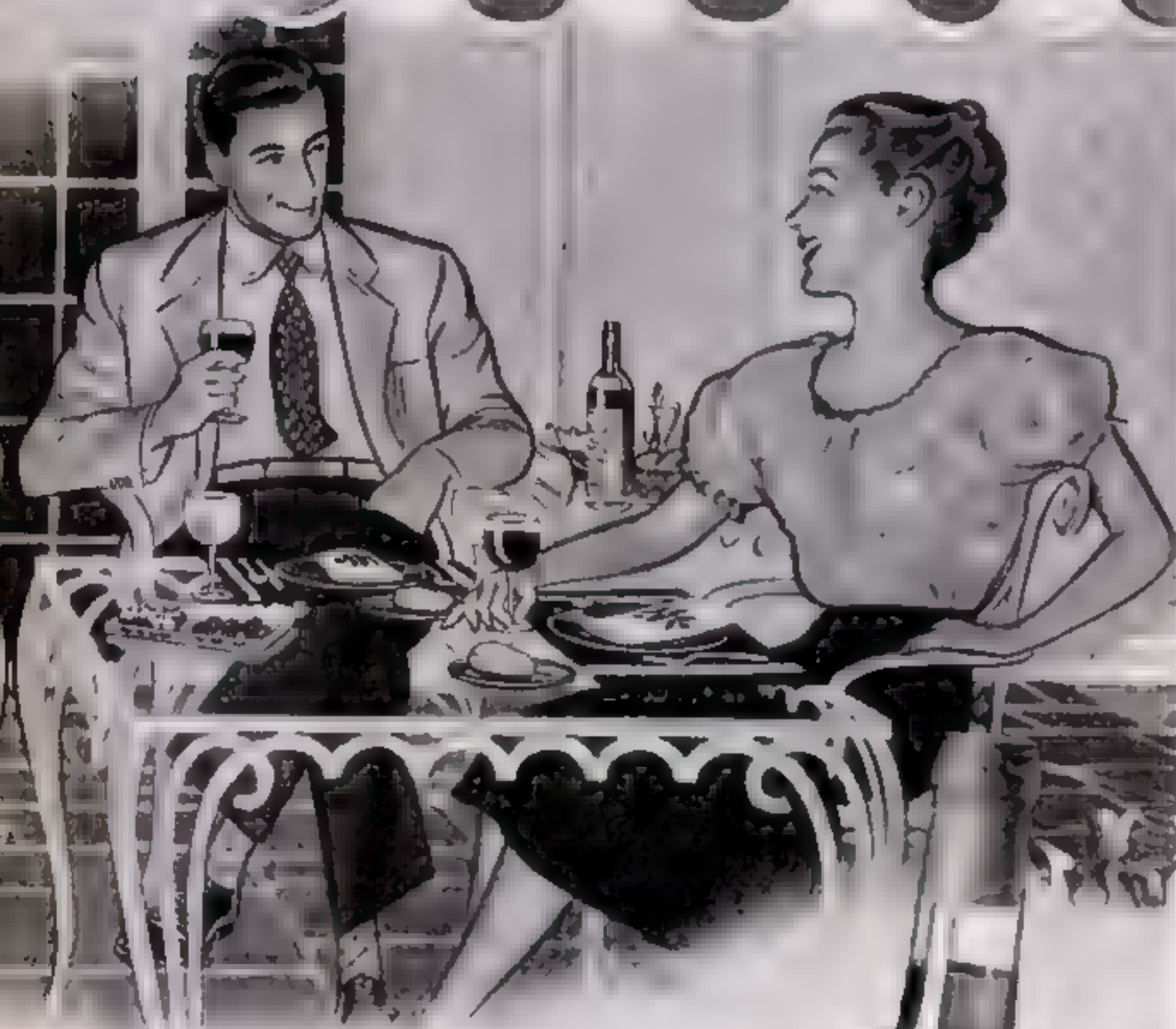
American  Optical
COMPANY

World's Largest Makers of Ophthalmic Materials

*U. S. Reg. U. S. Pat. Off.
by Polaroid Corp.

In the Spring your Table's Fancy

with VALLIANT
California BURGUNDY



It's Spring! Romance is in the air! And what a romantic touch Valliant Burgundy adds to springtime meals. Its smooth, well-rounded flavor is proof that Valliant Burgundy boasts a European ancestry. And to safeguard its choice quality, it is bottled by the winery in California Full-flavored and delightfully dry. Valliant Burgundy gives main course dishes new zest. Enjoy it every night—at home or at your favorite restaurant.

Also try the Valliant California appetizer and dessert wines: Valliant Sherry, Valliant Port, Valliant Muscatel.

W. A. Taylor & Company, New York City
Sole Distributors for U. S. A.

GOOD TASTE WITH ANY FOOD

Few households keep an assortment of table wines. Many choose Burgundy because they like its flavor best. So—forget the "do's and don't's" you've heard about serving wine and just remember that "Valliant Burgundy is good taste with any food."



VALLIANT and Son

VINEYARDS

Under Vine Since 1849

"Around the World" CONTINUED



AS DICK FIX, a detective, Welles misleads Julie Warren as the sweetheart of Fogg's valet (left), who has been trapped in a Hong Kong "opium hell."



AS A MAGICIAN in a Japanese circus, Welles has the time of his life pulling rabbits, roosters and geese out of thin air. He has always loved to do magic.



AS DYNAMITE GUS, with padded stomach and red undershirt, Welles pursues Phileas and his party to Lola's saloon, "a low place in Lower California."

I'd love to know you better 'cause ...

I like "SMOOTH" Men

WHO
KEEP PRESENTABLE LONGER WITH
MENNEN
BRUSHLESS SHAVE CREAM



PROOF YOU GET A BETTER SHAVE!
MORE DERMATOLOGISTS* USE MENNEN BRUSHLESS
THAN ANY OTHER BRAND!

When her eyes say "Let's be friends" . . . you'll say "thanks" for that clean, fresh Mennen shave that keeps you so well groomed. You can rely on Mennen Brushless Shave Cream to keep your face presentable for a busy day . . . and an enjoyable evening.

For nationwide surveys prove: More dermatologists—*doctors who devote their careers

to skin care—use Mennen Brushless Shave Cream than *any other* brand of brushless!

Let this show you the way to better shaves. Feel how much creamier, smoother Mennen Brushless is; how easy it is to apply. See how your razor glides along. Observe how well groomed your face *looks and feels*. Get Mennen Brushless Shave Cream—today!



LATHER SHAVERS! EXTRA-COOL
HOT WEATHER SHAVES WITH
MENNEN MENTHOL-ICED!

Fast-acting lather wilts whiskers... helps your razor glide along on *wings!* Get Mennen Lather Shave Menthol-Iced—today!



ITS HE-MAN AROMA
"WOWS" THE LADIES

Splash Mennen Skin Bracer on face after every shave. Enjoy that fresh, wake-up tingle. Get Mennen Skin Bracer... today!





The Merry Friar carrieth Robin across the Water:



The Mighty Fight betwixt Little John and the Cook:



Little John in y
guise of a Friar.
Hops three Lasses

HOWARD PYLE'S DRAWINGS for classics like *The Merry Adventures of Robin Hood* (above) inspired N. C. Wyeth.



IN HIS CHADDS FORD, PA. STUDIO WYETH PAINTED COLUMBUS DISCOVERING AMERICA

N. C. Wyeth

He was a great teacher and one of America's best illustrators of children's classics

Over the last 40 years, generations of young Americans have wandered through Sherwood Forest, explored Treasure Island and ridden into Camelot with the knights of King Arthur through the illustrations which N. C. Wyeth painted for the classics of childhood reading. A man with a childlike love for imaginary chance, Wyeth was also an artist with a childlike insistence on being literal. When he was killed last autumn in an auto accident, Wyeth was considered one of America's greatest book illustrators.

Wyeth's only rival for this rank was his teacher, Howard Pyle. When he was 21, Newell Convers Wyeth left his home in Needham, Mass. to study art with Howard Pyle at Chadds Ford, Pa. Carrying on Pyle's tradition, he turned out

more than 3,000 illustrations. His major work was the 25 juvenile classics done for Scribner's. For relaxation and for his own pleasure he painted easel pictures done in egg tempera on wood. He rarely exhibited them, but when he did, his pictures usually turned out to be the most popular in the show.

Wyeth was 63 when he died. As a memorial, his works and illustrations were hung in a big show at Delaware's Wilmington Society of Fine Arts.

Like Pyle, Wyeth became a great teacher, one of the best of his time. Some of his most famous pupils were members of his own family—his son Andrew, his daughter Henriette and her husband Peter Hurd, LIFE's war artist-correspondent.



MRS. CUSHMAN'S HOUSE was done two years ago at Port Clyde, Maine where Wyeth was vacationing. In this picture of his neighbor's Victorian farmhouse,

Wyeth left front door open "leading into the unknown" to give a sense of mystery. Wyeth painted easel pictures for his own pleasure when not busy with illustrations.



THE SPRING HOUSE shows a farmer pouring milk into cans which will then be stored in the cool interior of this stone building. It is a painting of Wyeth's own

spring house at Chadds Ford, Pa. The picture, now owned by the Wilmington Society of Fine Arts, won first popular prize last year at Washington's Corcoran Gallery.



NIGHTFALL was done by Wyeth from memory. It shows vigil of a farmer whose wife is dying. Light from upper window in farmhouse comes from wife's bedroom.

The farmer had been a good friend of the artist as early as 1915 at Chadds Ford where Wyeth had gone as a young student to study art with famous illustrator Howard Pyle.



SUMMER NIGHT depicts bucolic moment when a cow licks her new-born calf, still too weak to stand on its own legs. Wyeth, who loved animals and the rich farm-

ing country of Pennsylvania, painted this at Chadds Ford. It won the coveted painting prize at the Wilmington Society of Fine Arts in 1943, the year Wyeth finished it.



ILLUSTRATION FOR "DRUMS," novel of the American Revolution by James Boyd, was made in 1928. Scene shows Johnny, the hero, beaten by waterfront thugs.



IN "SCOTTISH CHIEFS" loyal Scots pledge aid to their chief in battle against the English. Wyeth illustrated this great British classic by Jane Porter in 1921.



"THE YEARLING," Rawlings' classic about a boy in the Florida scrub country, was illustrated in 1940. Here Jody and his father corner Slewfoot, the raiding bear.



ROBIN HOOD and his men defend their comrade Will o' th' Green, rout the sheriff of Nottingham's soldiers. Original illustration hangs in New York Public Library.

1668 A.D. To wealthy Dutch burghers of old Manhattan, the peak in coffee enjoyment was a cup brewed from hearth-roasted coffee beans, boiled with milk and water . . . and richly spiced with costly ambergris, cloves or cinnamon.



1946 A.D. Your way—the modern way—to the peak in coffee enjoyment: You simply put a teaspoonful of Nescafé in a cup and add hot water. Instantly the carbohydrates dissolve, releasing the fresh, full flavor of the fine coffees in Nescafé.

*In every
age there's a
peak in coffee
enjoyment*

TODAY...IT'S **NESCAFÉ**

THE ROASTER-FRESH COFFEE MADE RIGHT IN THE CUP!

TODAY, THE PEAK in coffee enjoyment is Nescafé. For Nestlé's knows the way to give you *all the flavor—all the lift*—of really fine coffee! First, we make an extract of choice coffees fresh from the roaster—then instantly, by adding carbohydrates, seal in the wonderful flavor for you to enjoy!

★ CAN'T GET IT? Well, honestly, the demand fooled us, too . . . but we're stepping up production as fast as we can. In the meantime, if you can't buy Nescafé, may we ask your patience, please?

NESTLÉ'S EVAPORATED MILK
another famous Nestlé's product



NESCAFÉ (PRONOUNCED NES-CAFAY) IS NESTLÉ'S SOLUBLE COFFEE PRODUCT, COMPOSED OF EQUAL PARTS OF SKILLFULLY BREWED SOLUBLE COFFEE AND ADDED CARBOHYDRATES (DEXTRINS, MALTOSE AND DEXTROSE) ADDED SOLELY TO PROTECT THE FLAVOR ★ ★ ★ NESTLÉ'S MILK PRODUCTS, INC., NEW YORK, U. S. A.



PIGTAILERS JUMP ROPE IN AFTERNOON TO WORK OFF ENERGY AFTER SITTING STILL IN SCHOOL. MOST POPULAR JUMPING GAME IS "SKIM THE MILK" (ABOVE)

THE PIGTAIL SET

Its busy, 10-year-old members comprise the happiest and best-adjusted group of citizens in the country

In a tight little world dominated by the radio serial, the skinned knee and the chocolate marshmallow walnut tutti-frutti sundae, the pigtail set lives a wonderful life. It is wonderful chiefly because its members are old enough to enjoy a certain amount of freedom without yet being bothered by the perplexing problems of adolescence.

The typical pigtailer is around 10 years old and, according to statistics, there are more than 1,000,000 of them in the U.S. About a third of them

actually wear pigtails. Unlike her teen-age brothers and sisters, whose lives have been profoundly altered by the jalopy and juke box, the pigtailer's habits are the changeless habits of generations of American children. She still spends hours dressing up in her mother's clothes. She skips rope, climbs trees and plays hopscotch at a pace calculated to exhaust an Olympic decathlon champion. She loves to play house or nurse. She is fond of pets. And although she feels she is a little old for dolls, she plays with them a good deal on the sly.

Suzy Creech and the other pigtailers shown on this and the following pages live in Cleveland Heights, a comfortable but not luxurious suburb of Cleveland. They go to public school, to which they walk or bicycle in large, noisy groups. They love school, they love their teachers, they love art, arithmetic and geography. They also love the Girl Scouts. Best of all they love to eat, which they do incessantly and recklessly. When, as a special treat, eating is combined with going out to dinner with her parents, the pigtailer's cup runneth over.



↑ **PLAYING BEAUTY PARLOR** at the dressing table enables Suzy Creech (left) and her friend Wilma Evans to try out upswept hairdos, lipstick.

DRESSING UP in mother's clothes (below) never palls. Favorite clothes are filmy dresses, long gloves, floppy hats, parasols and plenty of costume jewelry ↓



COMICS are read on living-room floor every evening by Suzy Creech. She also gets up at 7 a.m. to get the morning paper ahead of her brother, then has until 7:45 for the com-



SUZY CREECH PAYS OUT OWENS LIKE CHIPMUNK



ices when it is her turn for the bathroom. Her favorites are *Orphan Annie*, *Blonde*, *Tarzan*, *Mandrake the Magician* and *Bringing Up Father*. Her friends like *Lil Abner*, *Popeye*



↑ **DINING OUT** with her parents is always a thrill to Suzy, who, like most pigtailers, feels strongly that she does not share enough of her parents' social life.

DANCING LESSON (below) is given Suzy by her unenthusiastic brother Joann, 13. She is not fond of dancing but feels she needs the practice. ↓





MOVIES (above) are attended by pigtailers about once a week. They pay 10¢ for admission, like to sit in large, vociferous gangs in the balcony, where their enthusiasm often requires an usher's restraint. Their favorites are animal pictures and musicals.

SODA FOUNTAIN is visited by Suzy (below, fourth from left) and five friends who dig hungrily into four chocolate sodas, one chocolate sundae, one chocolate sundae with peanuts. Suzy gets 5¢ a week allowance, does household jobs for extra money.





MUSIC THAT HAS MOVED THE WORLD! SIX TCHAIKOVSKY FAVORITES CONDUCTED BY

Kostelanetz

HERE IS MUSIC that speaks to the heart—conducted by the man who is uniquely fitted to give it very special eloquence. By making great music popular, and popular music great, Kostelanetz has captured the imagination of American audiences more widely, more completely, than any living conductor.

Here, in this brilliantly recorded performance of *The Music of Tchaikovsky*, with the famous

Robin Hood Dell Orchestra of Philadelphia, he plays more of the music the whole world loves to hear . . . *None But the Lonely Heart* . . . *Barcarolle*, from *The Months* . . . the lovely airs de ballet, *Sleeping Beauty* and *Waltz of the Flowers* . . . the poignant *Andante Cantabile*, and *Melodie in E-Flat Major*. (Set M 601, \$3.85).

Like so many world-famous conductors . . . Mitropoulos, Ormandy, Reiner, Rodzinski, Walter . . . Andre Kostelanetz records *exclusively* on Columbia Records. In the symphonic field—as in all musical fields—for great music by great artists, *count on Columbia!*

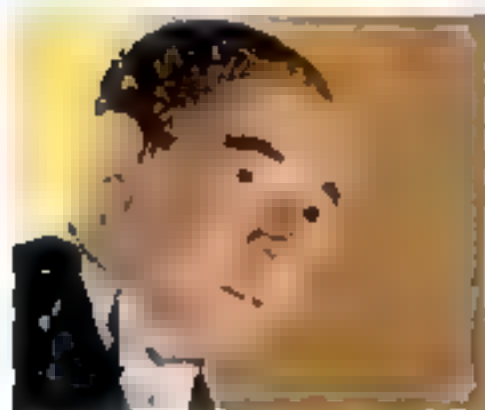
Hear Columbia's great popular stars on Martin Block's "Columbia Record Shop." Tune in every Saturday afternoon. See your newspaper for time and station.

THERE'S A REASON FOR COLUMBIA QUALITY!



ALL Columbia Records are LAMINATED . . . built in layers . . . with noiseless playing surfaces of expensive, long-wearing plastics bonded to a tough, sturdy core! Thus Columbia gives you both amazing richness of tone and sturdy durability.

COLUMBIA
Masterworks
RECORDS



Eugene Ormandy conducting The Philadelphia Orchestra in Dvorak's *Symphony No. 5 in E Minor*, Op. 95 ("From the New World"). Set M-MM-570. \$5.85
Handel's *Concerto for Orch. in D Major*. 12180-0. . . \$1.00



Helen Traubel (Soprano): Wagner's *Lohengrin* *Elis's Dream* (the Phil. Symph. Orch. of N.Y., Rodzinski, cond.). 12321-0. \$1.00
Wagner's *Lohengrin*: *Bridal Chamber Scene*. Traubel at her best! Set X-MX-261. . . \$2.85



Rudolf Serkin (Piano) Brahms' *Concerto No. 2 in B-Flat Major*, Op. 83 (with The Philadelphia Orchestra, Eugene Ormandy, conductor). Set M-MM-584. . . \$6.85
Beethoven's *Concerto No. 3 in E-Flat*. Set M-MM-500. . . \$5.85



Paul Robeson (Baritone): A superb collection of eight favorite *Spirituals*. Set M-610. . . \$3.75
Shakespeare *Othello* (nearly complete; with José Ferrer, Uta Hagen, Edith King). A great performance! Set M-MM-554. \$19.55

Of Topmost Choice

The traditions of **OLD TAYLOR** are those of Kentucky's golden age—a leisurely time when men sought the richest of golden grains, the purest of limestone springs, the highest distilling skill. Now the rewards are yours—a mellow, full-bodied whiskey, rich in bouquet and good grainy flavor—all priceless qualities that place **OLD TAYLOR** among bourbons of *topmost choice* the world over.

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

KENTUCKY
STRAIGHT
BOURBON
WHISKEY

Bottled in Bond
100 Proof





BURTON'S BALL GOES TO LEFT (SEE FLAG, RIGHT) AS HE MAKES CHIP SHOT AT SECOND HOLE OF WINGED FOOT COURSE. HE TOOK THREE PUTTS, LOST HOLE

NELSON VS. BURTON

British golf champion comes to U.S. and loses challenge match

Ever since March, when they heard that British Open Champion Richard Burton had attributed low U.S. golf scores to illegal clubs and "lax winter rules," U.S. golfers waited for a chance to get back at him. Last fortnight, when Burton arrived to meet the great Byron Nelson in a challenge match, they had their chance and were disappointed. They found Burton a modest, amiable, 38-year-old Englishman who thought Nelson "probably the best golfer in the world" and who convincingly de-

nied having made any such deprecating remarks.

The Nelson-Burton match started at the Charles River course in Newton, Mass. Burton, who spent six golfless years in the Army, played erratically, was put further off form by the unfamiliar American ball. Nelson finished with a six-hole lead. The next day when the match moved to the Winged Foot course in Mamaroneck, N. Y., Richard Burton did better. But with six holes to play he was seven behind, and the match and controversy were over.

GINGIVITIS

has no respect for age—it may even attack

YOUNG FOLKS!



4 OUT OF 5 Should Guard Against this Sly Foe of Handsome Teeth and Firm Gums

One of the most common enemies of handsome, healthy teeth and firm gums is *Gingivitis*! And don't be too sure that *you* haven't got it.

If your gums bleed even the tiniest bit or are tender to touch—watch out! These are often the first signs of *Gingivitis*. Neglect of this mild gum inflammation often leads to dreaded *Pyorrhea* with its soft, spongy gums and loosening teeth, which only your Dentist can help:

Help Gums Be Firmer—Teeth Naturally Lustrous

The best way to help guard against *Gingivitis* is to see your dentist every 3 months. Then at home to help gums be firmer—more able to ward off infection—massage your gums twice daily with Forhan's Toothpaste—the remarkable formula of Dr. R. J. Forhan—made especially for BOTH massaging gums and cleaning teeth.

Just notice how refreshed and invigorated *your gums* feel. See how clean *your teeth* look—fairly gleaming with their natural brilliant lustre and sparkle. You'll enjoy Forhan's tangy, refreshing taste, too.

So buy a tube of Forhan's today. Let *your whole family* enjoy its benefits. At all drug, department and 10¢ stores.

NO HARSH ABRASIVES IN FORHAN'S!

Forhan's



Nelson vs. Burton CONTINUED



SPECTATORS GATHER ON CHARLES RIVER CLUB'S THIRD HOLE, NELSON



BURTON MISSES a birdie two when putt goes to right on Charles River's 14th hole. Nelson's putt also missed and they halved hole with threes.



(ARROW, LEFT) HAS OUTDRIVEN BURTON (ARROW, RIGHT) BY 35 YARDS



SMILING HAPPILY, Byron Nelson (left) and Richard Burton (right) walk off first tee on Winged Foot course. Both were relaxed throughout the match.

CONTINUED ON NEXT PAGE

*"Ask me about a
Multiple Purpose Powder
for your family"*



Your Druggist knows the wonderfully effective and soothing way MERITT Powder helps relieve Athlete's Foot — Chafing — Prickly Heat and Minor Skin Irritations.



Helps relieve
Athlete's Foot



Soothes
Prickly Heat
and Chafing

So—if you suffer from any of these discomforts, get speedy, helpful relief by applying MERITT Powder, a Pharmacist's prescription recommended by many satisfied users for over 15 years.

MERITT is easy to apply . . . soothing to the skin . . . a welcome friend to all who suffer from annoying minor skin irritations . . . a proven medicated powder. A "MUST" in your home.

Ask your Druggist . . . He knows.

Meritt Powder is easy and economical to apply. Tilt and press the center of the package and the powder sprays from the sifter top without waste.



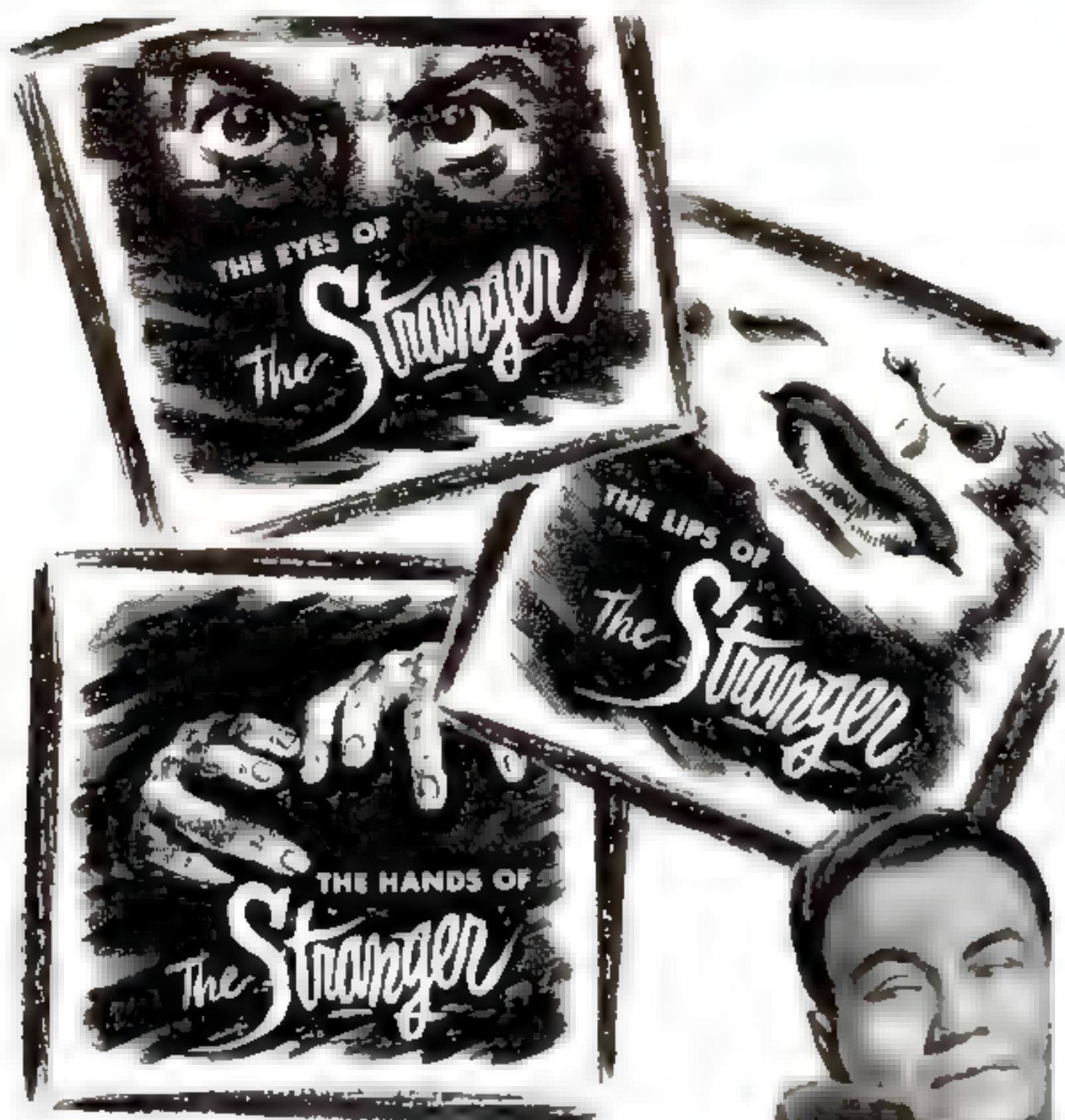
50c Everywhere

Sold with our Unconditional Money-Back Guarantee.



MERITT CHEMICAL CO., Inc. • Greensboro, N. C.

**THE MOST DECEITFUL MAN
A WOMAN EVER LOVED!**



International Pictures Presents

**EDWARD G.
ROBINSON**

**LORETTA
YOUNG**

**ORSON
WELLES** in

**"The
Stranger"**

with
PHILIP MERIVALE • RICHARD LONG • BILLY HOUSE
Produced by S. P. EAGLE

Story by VICTOR TRIVAS and DECLA DUNNING • Screenplay by ANTHONY VEILLER
AN INTERNATIONAL PICTURE • Released through RKO RADIO PICTURES

DIRECTED BY
Orson Welles

WATCH FOR OPENING DATE AT YOUR FAVORITE MOTION PICTURE THEATRE

Nelson vs. Burton CONTINUED



OVERLAPPING GRIP is used by both Nelson (left) and Burton (right) for all shots. Both also use overlapping grip when putting, but Nelson cocks his right thumb inside right forefinger, Burton holds his thumb down on shaft.



DRIVING STANCE differs slightly. Nelson (left) plays the ball nearer his left foot than Burton, who spreads his feet wider apart and leans over the ball. Nelson's swing is carefully controlled but Burton's is long and loose.



BRITISH AND U.S. BALLS are different in size. The British ball (left) is six hundredths of an inch smaller in diameter than the U. S. ball but weighs exactly the same. The smaller ball is a little easier to control in high winds.

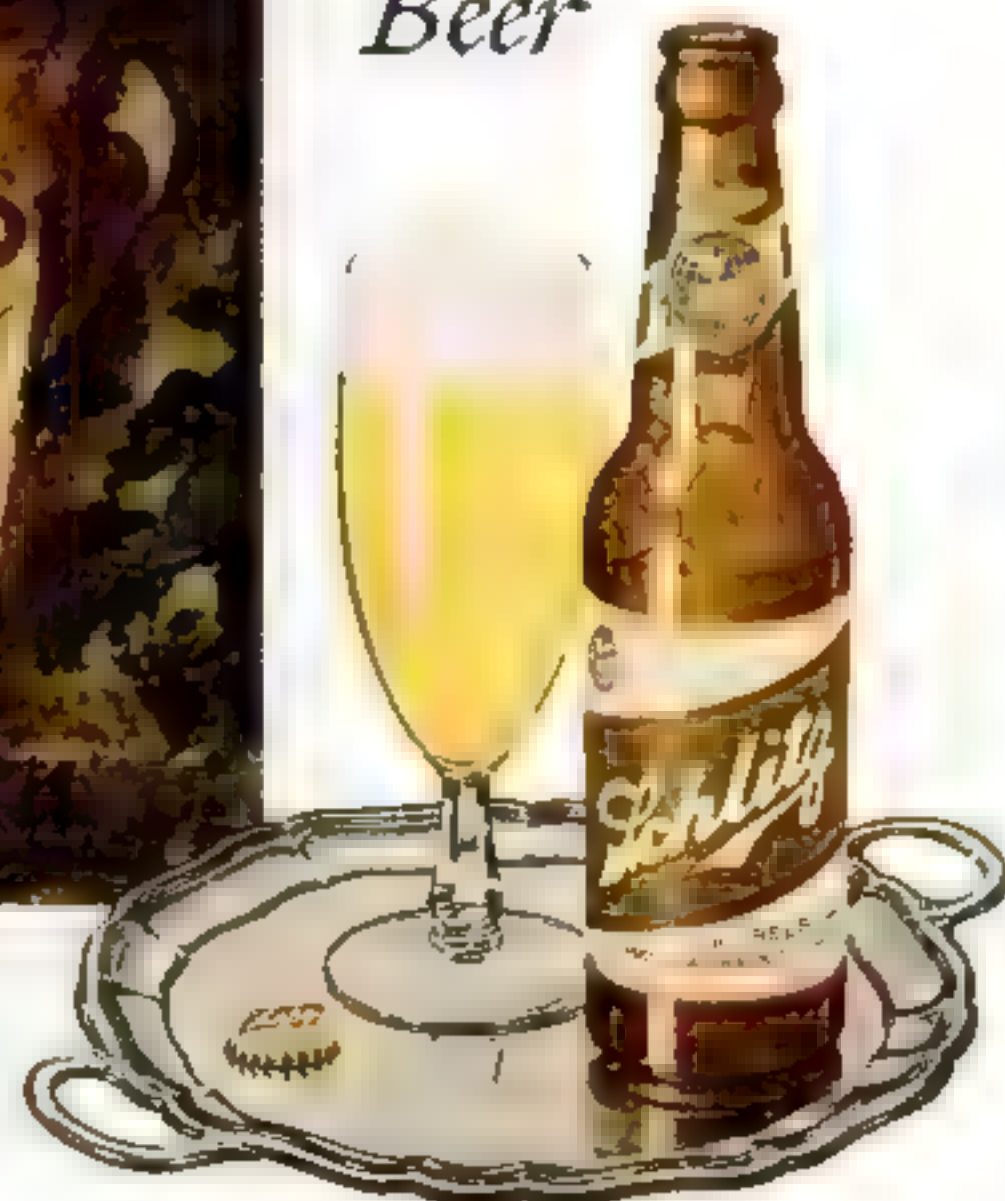
A real Adventure in Good Living...

Just the KISS of the hops



Just to explore that famous flavor found only in Schlitz — mellow and smooth, with never a trace of harsh bitterness — is in itself a thrilling adventure wherever you may be.

*America's
Most
Distinguished
Beer*



Copyright 1946, The Schlitz Brewing Co., Milwaukee, Wisc.

THE BEER THAT MADE MILWAUKEE FAMOUS

NEW YORK CENTRAL'S

NEW Luxury Coaches-

adding enchantment
to your first post-war
vacation!



FIVE solid gleaming miles of luxury coaches are rolling off the production lines. They're alive with the up-to-the-minute features for which thousands of New York Central passengers voted. And many of these cars of tomorrow are ready today for your first post-war vacation. Ready to carry you, at low coach fares, on your way to the Adirondacks, New England, Niagara Falls, Canada, the Great Lakes or the Western Wonderlands.



Vacation all the Way! Your vacation starts the minute you board one of these smooth-riding streamlined coaches . . . with their advanced air conditioning and extra wide sightseeing windows.



Best dressed Dressing Rooms! Smart, spacious dressing lounges feature streamlined fixtures, lighted mirrors, handy electric outlets . . . the latest appointments for your comfort.



Try this for Size! Lots of leg room in the new feather-soft seats. Touch a plastic knob and they adjust instantly for reading or resting. And . . . on many trains, your seat is reserved at no extra charge.

NEW **NEW YORK CENTRAL**

Coming— CARS ENOUGH FOR 52 NEW STREAMLINERS TO UNDERLINE THE NEW IN NEW YORK CENTRAL



The Scenic
Water Level Route



IN 1902 A LOCOMOBILE STEAMER UNDERGOES A BRAKE TEST TO PROVE THAT IT CAN BE BROUGHT TO A STOP MORE QUICKLY THAN A HORSE-DRAWN CARRIAGE

AUTO'S 50 YEARS

MOTOR INDUSTRY LOOKS BACK TO DAYS OF HORSELESS BUGGY

In late 1895 a new American magazine called the *Horseless Age* made a daring prophecy about the automobile. "Those who have taken the pains to search below the surface . . .", said the *Horseless Age*, "know what a giant industry is struggling into being. . . ." Following year, Charles E. Duryea, who was building cars in Springfield, Mass., made the first automobile sale in the U.S., and thus founded the industry whose 50th anniversary is being celebrated this year (see pp. 36-37).

In 1896 the U.S. was behind Europe in motor-car development. Ten years earlier the Germans, Daimler and Benz, had invented light, gasoline-powered internal-combustion engines and built self-propelled vehicles. By the early 1890s there were scores of automobiles running in Europe. A few Americans were using gasoline engines to run carriages—Charles and Frank Duryea in 1893, Elwood Haynes and the Apperson brothers in 1894, Charles B. King and Henry Ford in 1896.

Not all early cars were gasoline-driven. R. E. Olds had built a steamer in 1886, sold another to a customer in India in 1893. Many builders felt electric cars would outstrip gas buggies. Near end of the century engineers and mechanics all over the U.S. were building noisy contraptions. A few got financial backing and started companies. Bicycle and carriage makers like Winton and Studebaker were experimenting with engines, foreseeing an era's end and another's beginning.



FIRST U.S. AUTO WAS THE 1833 DURYEA "GAS" BUGGY

CAR DESIGN HAS EVOLVED SLOWLY

In 1900 more than 4,000 motor vehicles were built, and the industry was already moving out of the alley shops and carriage works into factories of its own. By 1905, following the French and German examples, the horseless carriage had been abandoned in favor of a truly functional design, thereafter described by the French name, *automobile*.

Until this time the engine was carried under or behind the seat and was not easily accessible. In moving it up front the wheelbase was made longer and the over-all height was reduced. The tonneau was lengthened out to accommodate a side door in place of the rear entrance and the tiller gave way to the steering wheel. Running boards were added. Four-cylinder engines, delivering speeds up to 60 mph, were common and spark-plug ignition had replaced the finicky "make-and-break" system. From this time on the changes in automobiles were made through a multitude of refinements, traced in the photographs at the right.

By 1910, because of its greater mechanical simplicity and power, the gasoline car had largely disposed of its steam and electric rivals. Automotive engineers got together on standardization of parts, setting in motion the great, endless chain conveyors of low-cost mass production. The average car price went down to its all-time low of \$800 in 1918. Small companies which had survived this period died by the score in the '20s, unable to keep pace with great engineering staffs. The Depression further narrowed the field. Today, of more than 1,000 companies once in the business, only 10 survive.



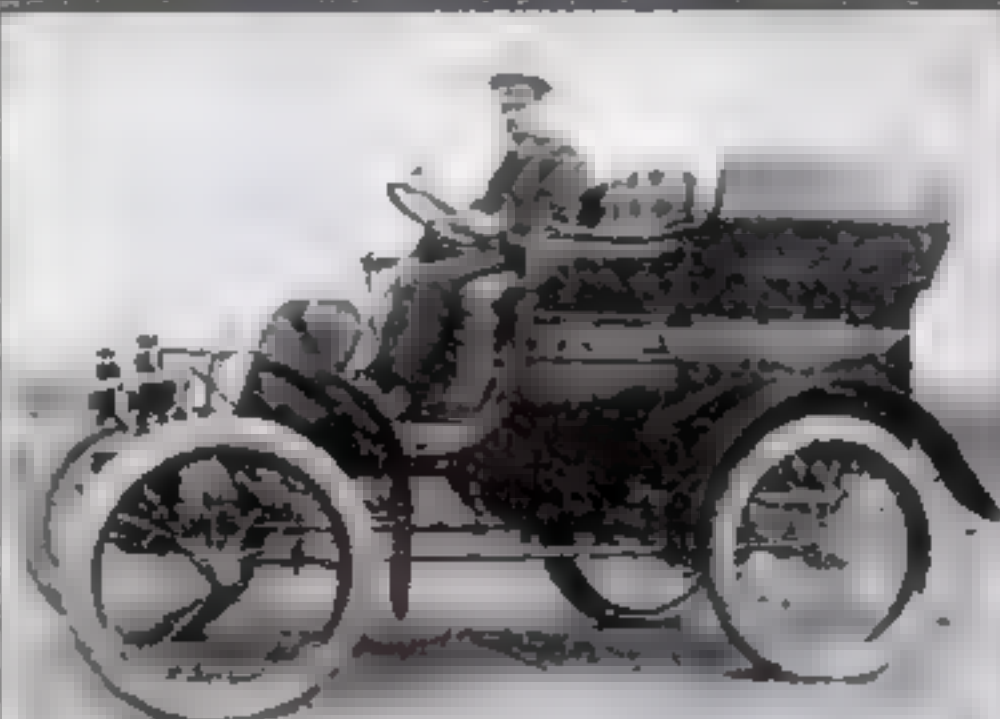
AMATEUR MECHANICS LIKE TO BUILD OWN AUTOS



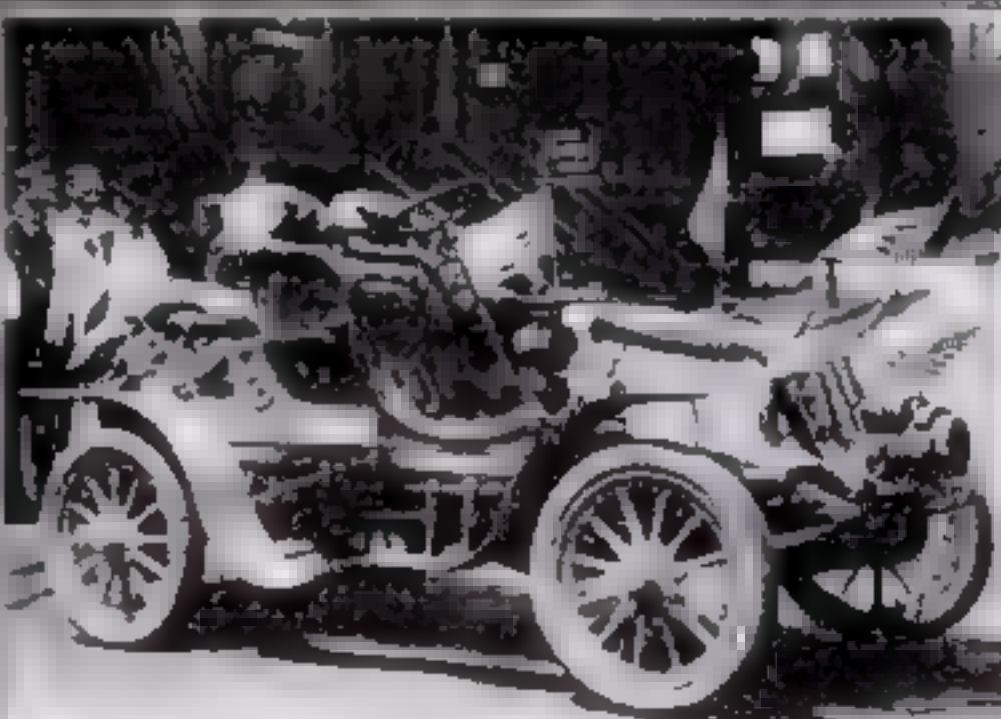
CHARLES DURYEA, co-builder of the first horseless carriage, is shown above in his 1896 car, the first sold to public. It had two cylinders, pneumatic tires.



ELWOOD HAYNES sits in his 1894 gasoline car which went 6 mph. In 1895 he joined the Appersons, carriage builders, to make the Haynes-Apperson.



1901 PACKARD shows emergence of steering wheel, mudguards, rear-entrance tonneau. James W. Packard built his first car in 1899. Driver above is unidentified.



1903 WINTON runabout was first car to cross U.S. Trip took 63 days. The Winton was among the first companies to install engine in front under a hood.



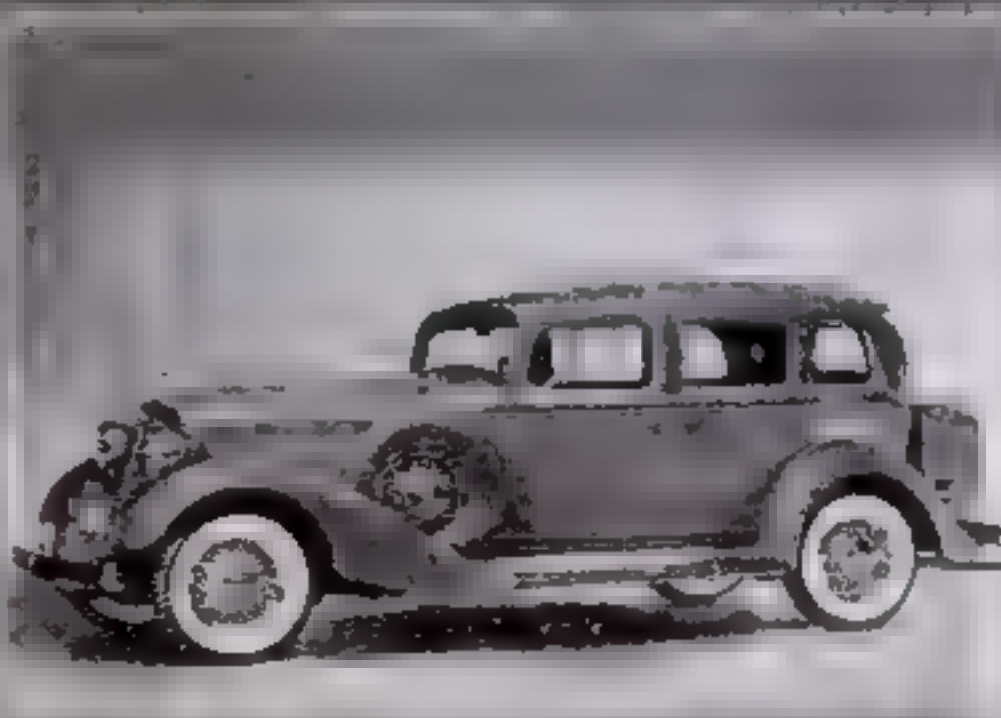
1911 CADILLAC was the first to use the electric starter, invented by C. F. Kettering. Electric lights had become standard. The big toolbox was still a necessity.



1915 STUTZ Bearcat roadster, a leading favorite of sportsmen drivers, shows trend to low, simple lines. Demountable rims lessened tire-changing troubles.



1928 FORD Model A ended 20-year stream of 15,000,000 Model Ts. Loss of sales leadership to Chevrolet forced a change. Safety-glass windshield was standard.



1932 GRAHAM Blue Streak introduced fender skirts. Luggage trunk and white side-wall tires were popular features. Cleaner, rounded lines are evident.



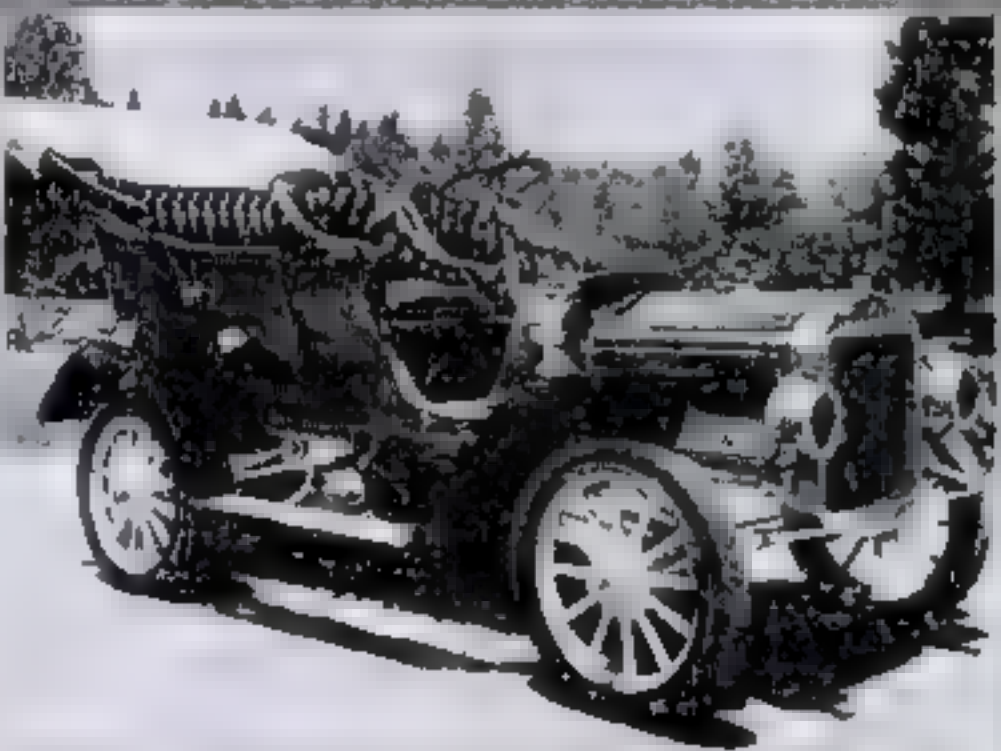
CHARLES B. KING sits at tiller of his 1896 "experimental wagon," first gasoline car driven in Detroit. Later King built the well-known Northern car.



HENRY FORD drove his first car in June 1896. It was called a quadricycle, had two cylinders, went forward but not back. The Ford Motor Co. was formed in 1903.



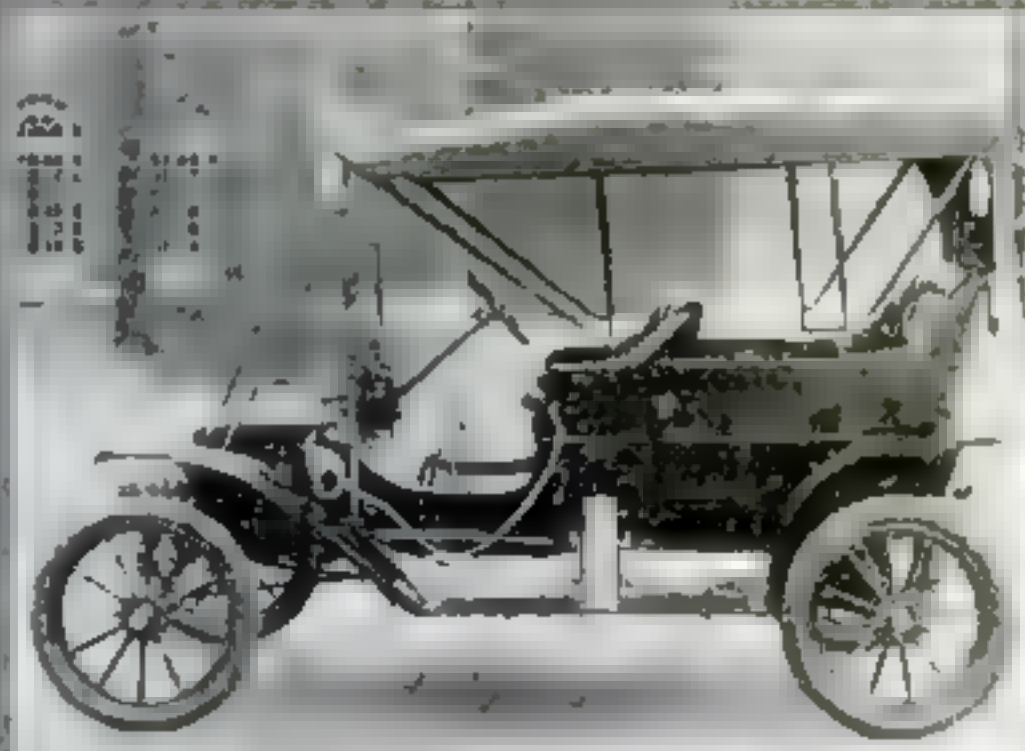
RANSOM E. OLDS was first volume producer, making 125 Curved-Dash Oldsmobiles in 1901. Price \$650. In 1904 he left Olds Motor Works and founded Reo.



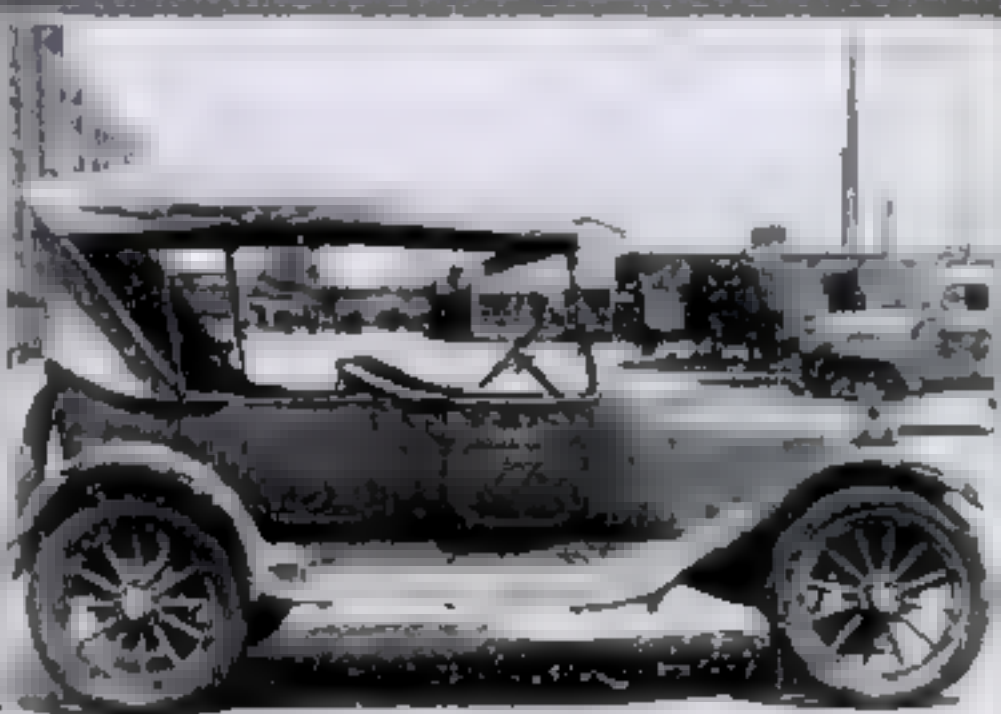
1905 BUICK touring car shows progression to the use of side door and honeycomb radiator, acetylene lights. It still employed chain drive. Cost: \$1,200.



1907 FRANKLIN had air-cooled engine. Bevel gear had replaced chain drive, disk clutch permitted three speeds forward and one reverse. Windshields were new.



1909 FORD was first Model T, which became highly utilitarian car. It cost \$850. Production reached 100 a day in first year. It introduced the left-hand drive.



1915 DODGE marked debut of company. It popularized the all-steel body and sold for \$785. Dodge brothers originally built engines for Ford Motor Co.



1920 PACKARD was a 12-cylinder, \$5,000 luxury-model sedan. Note the sloping windshield. The trend to popular-priced closed cars began with 1922 Essex.



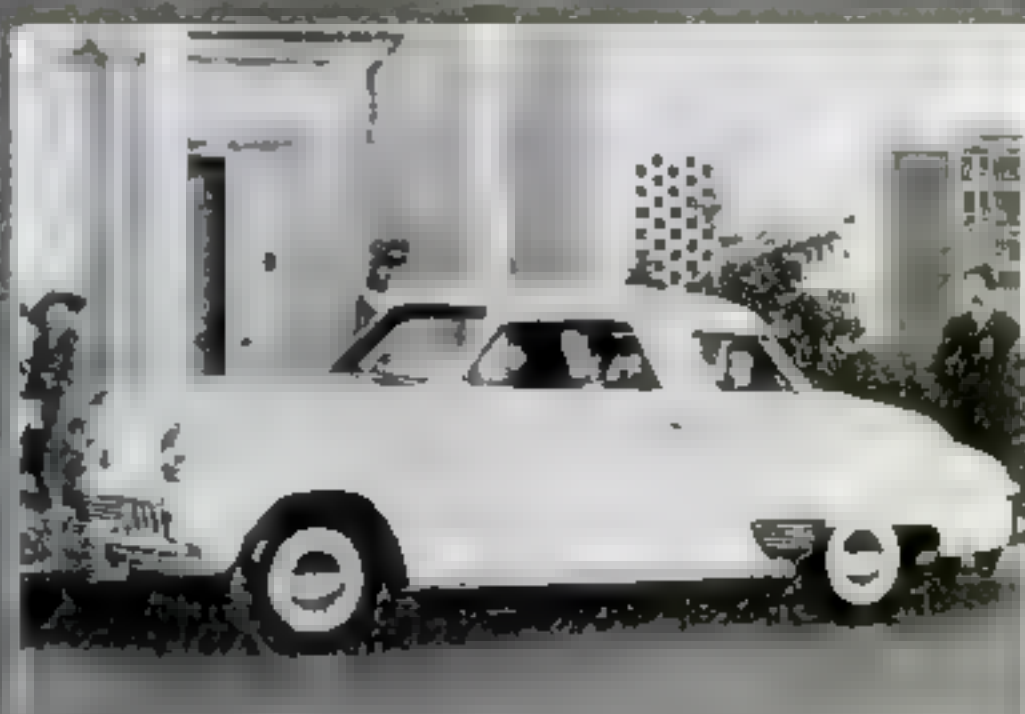
1924 CHRYSLER, company's first, created a sensation owing to clean design, innovations such as four-wheel hydraulic brakes. Note the use of disk wheels.



CHRYSLER AIRFLOW, 1934-37, was the first streamlined car. It was a sales failure but design features like split windshield were quickly copied.



1940 BUICK six-passenger convertible embodied such advances as knee action, coil springs. Running boards were gone. Top lowered and raised by control button.



1947 STUDEBAKER, first real postwar car in production, widens passenger compartment by bringing it out to the fender lines, greatly enlarges rear window.

The Reeves "Sextoauto"

1912



The Octoauto's Sister

Rides like a Pullman Palace Car
No shock, no jolt, no bounce, no rebound.
An old and accepted principle to accomplish easy riding applied to the automobile.
Not a single experiment embodied in the whole car.

It is a phenomenal car, and bound to revolutionize automobile construction where ease of riding is a consideration.
Tire trouble and expense actually reduced.
For full information, description and price, address:

REEVES SEXTO-OCTO COMPANY, Columbus, Indiana

AD FOR SIX-WHEEL CAR PREDICTED IT WOULD REVOLUTIONIZE INDUSTRY

Highest Quality



Lowest Price

Model M Coupe
\$1850

The Standard Electric

ELECTRIC CARS, which were run on batteries, emphasized quiet, nonvibrating performance in early advertisements. Electrics were popular up to 1910. This cost \$1,850.



NATIONAL AUTO SHOWS were held in New York's Madison Square Garden beginning in 1900. This is 1903 show. Of many names of cars visible here only three—

THE AUTO WAS A BORN SHOW-OFF

At the turn of the century auto builders had to wage a life-or-death campaign to win over skeptical investors and hesitant customers. Their competition developed great spectacles. Races and tours became the proving grounds where speed, economy and reliability of rival makes were put to the test. There were road races, track races, beach races, hill

climbs and distance contests. A cross-country reliability contest, the Glidden Tour, was a national institution from 1905 to 1913.

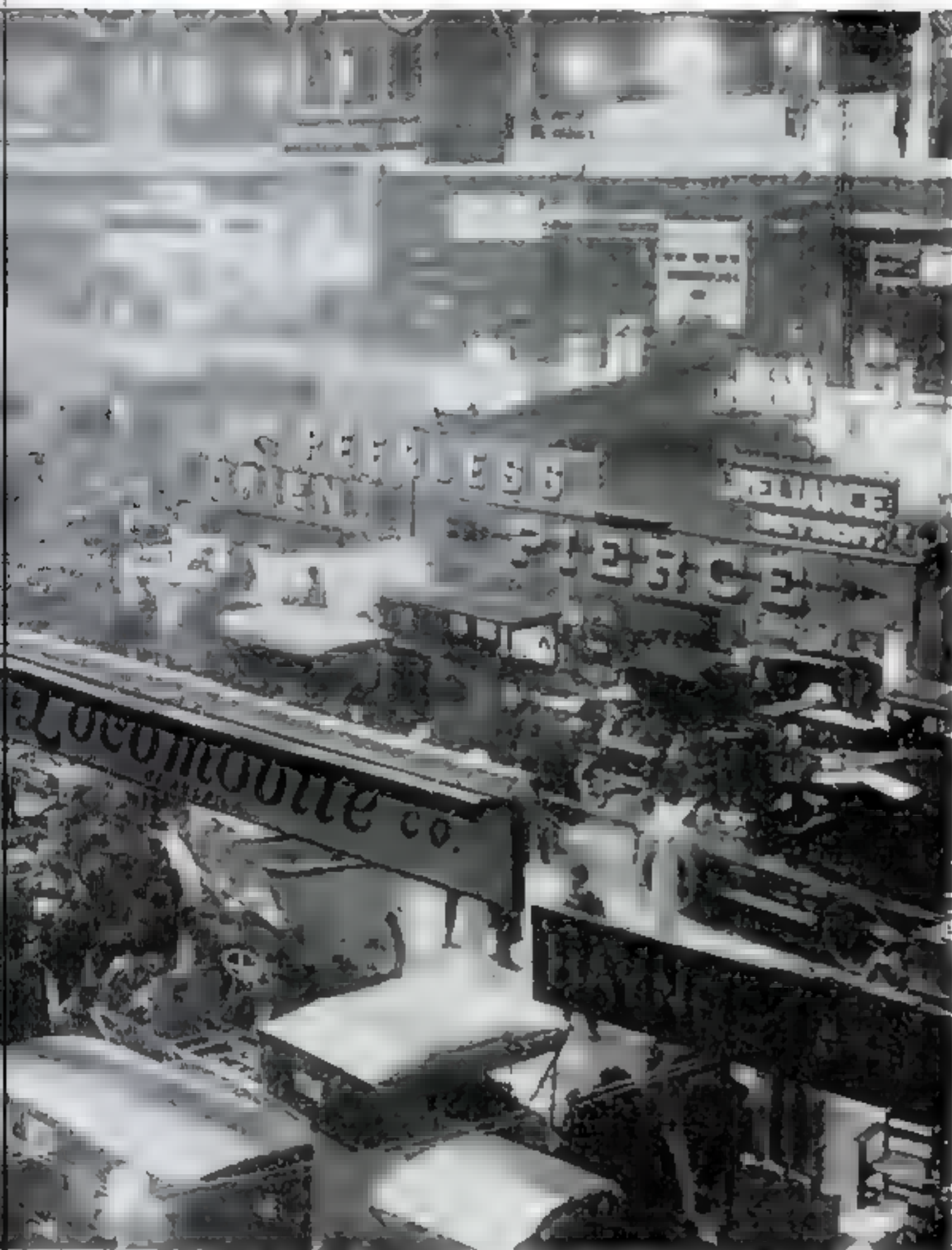
The public watched the records fall. In the first American contest in 1895, J. Frank Duryea averaged 7.5 mph over a 52-mile course to defeat a German Benz, the only other car among six starters to



HILL-CLIMBING MEET at Eagle Rock, N. J. in 1903 drew 36 entries and crowd of 3,000. Ability to raise dust on hill was mark of a powerful car but was hard on horses.



ON TRANSCONTINENTAL TRIP in 1903, Packard breaks down in desert. Canvas served as portable road in such cases. Trip took 62 days. Umbrella took place of top.



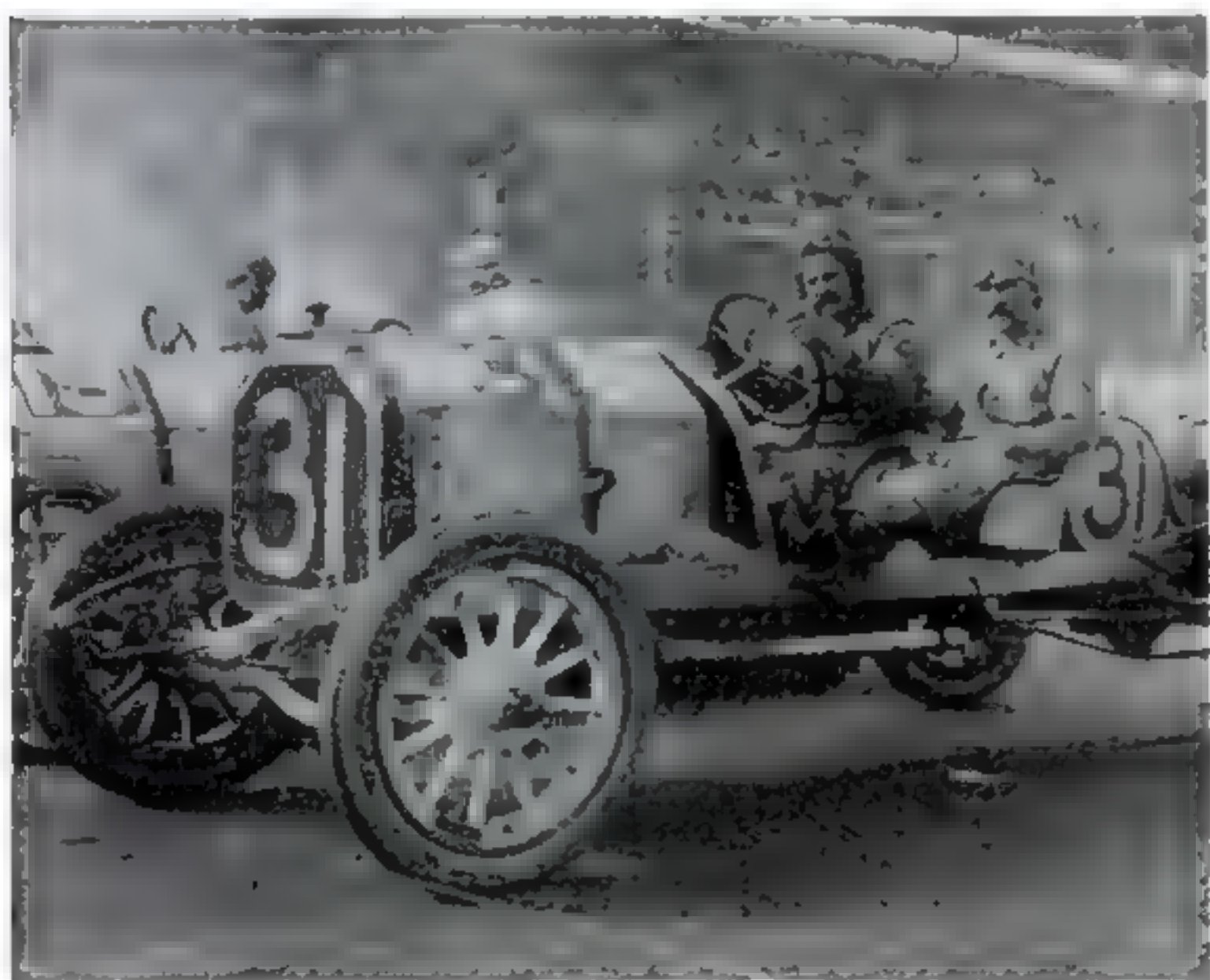
Oldsmobile, Studebaker, Autocar—survive today. Other cities established shows under dealers' direction. At first show, cars performed on wooden track built inside Garden.

TRADE-JOURNAL ADVERTISING made modest claims in horseless-buggy days, as in this description of the Auto-Bug. Car performance was too uncertain to predict.

finish. By 1907 a Locomobile traveled 1,146 miles in 24 hours, averaging 47.8 mph. Barney Oldfield established a 1903 speed record by racing a mile a minute in a Winton. In 1904 W. K. Vanderbilt made a mile in 39 seconds in a Mercedes. In 1906 a Stanley Steamer cut the time down to 28.2 seconds. The auto companies were quick to advertise the

slightest triumph gained in these competitions and to catch the public eye with slogans. The Aerocar of 1906 was "The Car of Today, Tomorrow and For Years To Come." The Northern was "Silent as the Stars." The 1907 Olds was "Built to Run, and Does it." One owner wrote to Olds suggesting the statement should end with a question mark.

Auto shows offered still another chance to persuade the reluctant public. For the first show in New York in 1900, the Mobile Company used the roof of Madison Square Garden for a breath-taking demonstration. On a special wooden runway a Mobile Steamer cavorted over sharp inclines, turning, backing up and stopping dead on a downhill grade.



LOUIS CHEVROLET, who built the original Chevrolet car, was at wheel of Buick racer in Atlanta, Ga. track race in 1909. Races developed enormous interest in cars.



BARNEY OLDFIELD was hired by Henry Ford (right) to drive Ford's special 999 racer. Famous 999 developed 70 hp, had no differential. It held several 1902 records.



MILES OF MUD in either direction, the driver of this 1905 Pierce Great-Arrow looks hopefully toward a team of horses which has come to pull him out of country quagmire.



LIFE'S DARKEST MOMENT came when, struggling with a flat clincher tire, the motorist had to endure taunts of neighbors. Note the pre-1905 rear-entrance tonneau.

MOTORING WAS EXCITING BUT HAZARDOUS ADVENTURE

The early motorist was by turns an enraptured charioteer and a forlorn victim of an infernal machine. The range of his temperament, however, was seldom equal to the unbridled caprice of his car.

In those days the throttle was called a "speeder," the radiator was the "cooler" and the whole noisy contrivance was frequently summed up with an oath. A Chicago doctor, in a letter to the *American Medical Association Journal* in 1906, recited some of the commoner calamities. "I purchased a cheap runabout," he wrote. "It was fine for one day. Then I hit a spike and put a tire out. Then in rapid succession came pump trouble, leak in gasoline pipe, flooding carburetor, short-circuited coil, bent axle,

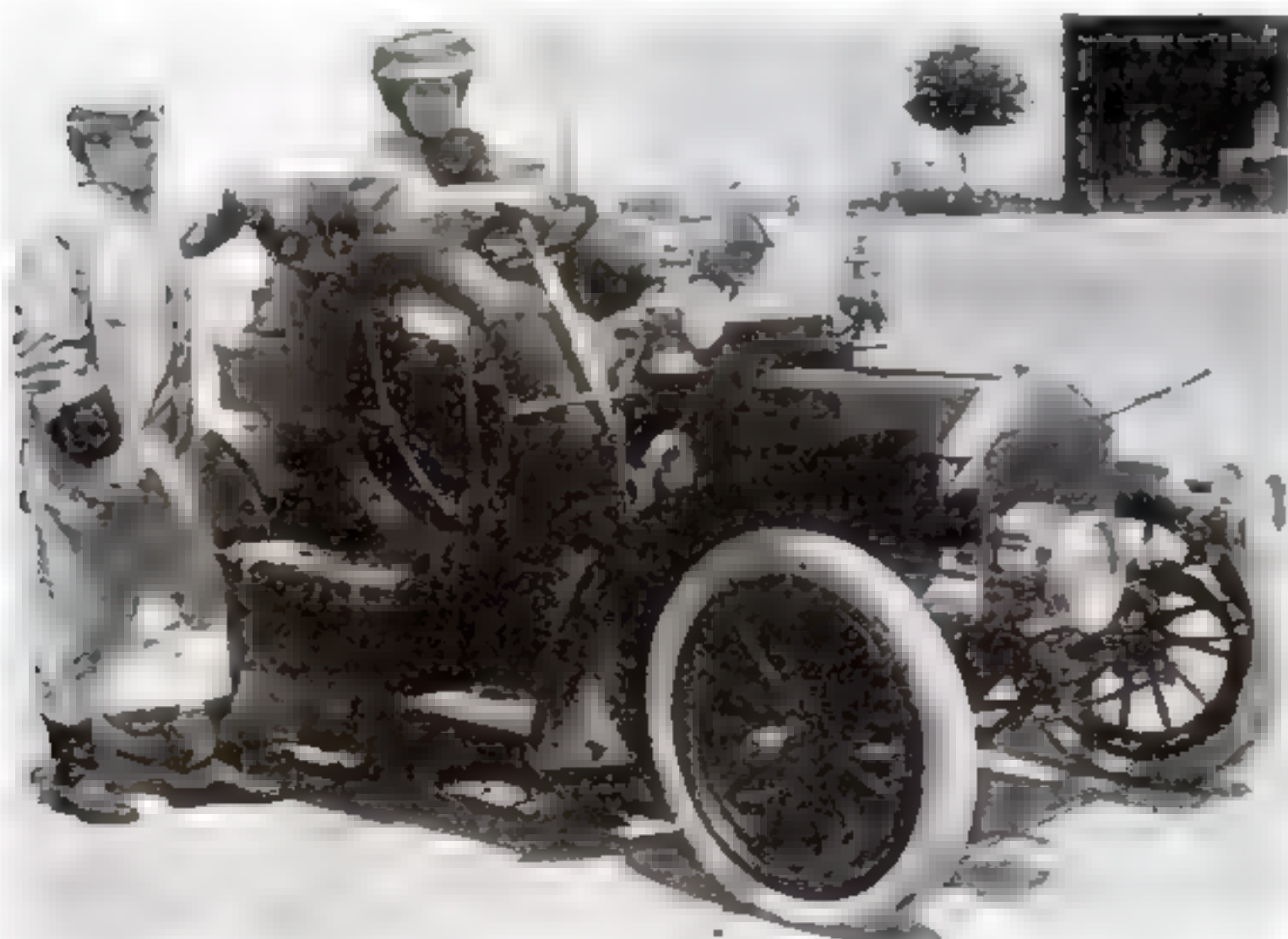
and broken spring." He nevertheless bought another car which proved "cheaper than a horse and much more satisfactory in every way."

Other physicians described the new exhilaration of motoring. "Believing that automobiling is a transition from the simple life to the pace that kills," one wrote, "I recorded my pulse on several drives. The result was always an increase of about six beats per minute. In a few weeks the pulse stayed at the high level. . . . In my mind it was due to the chauffeur's responsibilities regarding police, public and passengers. . . ." Another observed, "For genuine pleasure, health and excitement an auto is better than medicine, vacation or religion.

It makes one forget he is living. It makes him feel that if he must die the auto route is the best."

As for long-distance touring, the 1913 *Blue Book* reported this advice from a transcontinental driver: take four extra tires and ship others ahead by rail. Carry reserve cans of gasoline, oil and (on the desert) water. If at all squeamish about Western hotel, bring a tent. Don't forget repair parts, medical chest, pocket filter, rope, block and tackle, and canvas strips for getting through sand. Also an ax, shovel, gun and compass.

Driving after dark was to be avoided. Roads were unmarked and unlighted. If the machine failed (*see opposite page*), the driver's frustration was complete.



FASHIONS WERE IMPORTANT in days when motoring was sport for the rich. Women lashed hats down with veils, copied men's linen dusters. Car is 1904 Pierce.



"ONE-MAN TOP" on this 1910 Rambler was difficult for even two men to adjust. The commodious tool compartment was a truthful indicator of early driving troubles.



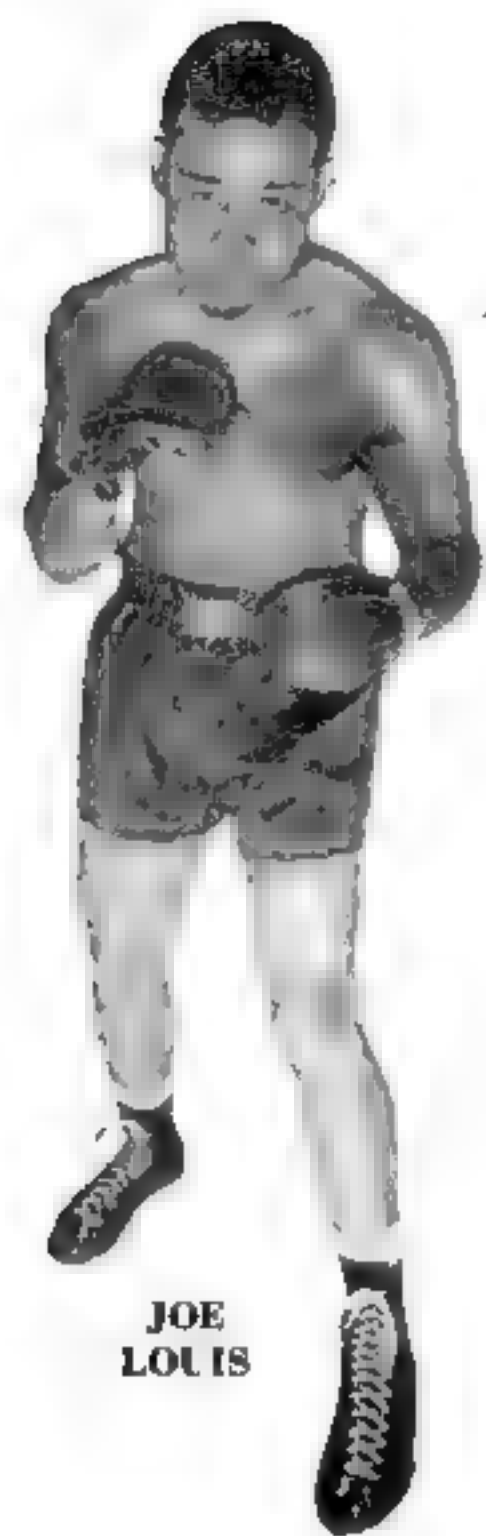
DRIVER OF 1904 MAXWELL, STALLED ON ROAD TO ALBANY, SEEKS CLUE TO TROUBLE IN AUTO MANUAL



MIKE JACOBS, boss of the fight racket, smiles owlishly as he perches atop his desk in the 20th Century

Sporting Club offices displaying tickets to the Louis-Conn championship bout. Jacobs expects to gross roughly

\$3,000,000 from the fight. Ringside seats sell for \$100 each, the highest legal price ever charged for any fight.



JOE
LOUIS

The Boxing Racket

"Uncle Mike" Jacobs is supreme ruler
of America's \$16,000,000 prizefight
industry and its many shady characters

by JOHN FIELD and EARL BROWN



BILLY
CONN

A BLAZE with lights, crowd and ballyhoo, the Big Fight is scheduled to be revived the night of June 19 at New York's Yankee Stadium when Billy Conn meets Joe Louis for the heavyweight championship of the world. Nothing like it will have been seen since the roaring sport years of the 1920s. In fact, if Tex Rickard were to return to the stadium that night from his home in a gambler's heaven, he would meet a lot of old friends. There in the best seats will be many of the rich, the great and the fashionable of the nation. Intermingling with them will be the racketeers, the politicians, the loud women, the boisterous and tipsy businessmen from Dubuque, Dallas and Denver. To such a group it will make no difference that neither Louis nor Conn has fought professionally for more than four years, that neither is in his best physical condition, neither at the peak of his career and that the bout may well be an impressive fistic flop. They will come not simply to see a sports event but to participate in a sort of national festival. If they can afford to come at all, they will be willing to pay any price to be there. As customers, 80,000 of them will pour close to \$3,000,000 into the box office and many more thousands of dollars into the hands of speculators, thus creating the biggest gate in the history of sports.

At the stadium the eyes of the customers will be partly on each other and partly on the two fighters. They will not notice an aging former ticket speculator with badly fitting false teeth, the beady eyes of a gambler and a slightly stooped, jerky way of walking who will be wandering up and down the aisles. They will not notice him talking out of the side of his mouth to the ushers, watching the stands, mentally "counting the house." They will not notice when he gives instructions to the police, sends messages to the reporters, orders a customer ejected from the dressing rooms. They will not be aware of the fact that when he speaks the world of boxing stops and listens. Least of all will the customers know that both Louis and Conn are his employees, that they work solely for him on his own terms and that out of the evening's entertainment he, Michael Strauss Jacobs, monopolist, manipulator and operator of the

prizefight racket, stands to make about half a million dollars for himself. And he will get it no matter which fighter wins in the ring.

The Big Fight will be the climax of Jacobs' career. It will make him bigger financially than Barnum, bigger than Rickard, bigger by far than Billy Rose. But "Uncle Mike," as he likes to call himself, is not so much interested in rivalry with the great or in the fleeting stimulus of fame as he is in the simple arithmetical task of counting the money. The \$16,000,000-a-year boxing industry, which he monopolizes as no man has ever monopolized it before, is dedicated almost solely to his personal enrichment. Under his direct control, fighting for him and fighting only under his orders, are all the champions and virtually all the top U.S. boxers—Louis, Conn, Servo, Graziano, *et al.* None of them would dare to fight without his permission. He tells them whom to fight, where, when and for what purposes. Once a man has signed with Jacobs, he is signed forever.

The reason that Mike is able to control the fighters is simple: they must come to him for big-time, money-making bouts. He controls the New York fight market, which is the nation's richest. There he has a monopoly on the use of the big baseball stadiums for fights and he personally is the promoter for boxing matches in Madison Square Garden, the city's only large indoor arena. Directly or indirectly he controls and dictates terms to referees, politicians and rival promoters. Many of the fight reporters are on his pay roll and usually write only what Jacobs thinks is for the benefit of the box office. Against such a powerful combination, boxing commissioners, particularly in New York, are virtually helpless. In spite of the efforts of men like Dr. C. B. Powell, one of the New York commissioners, these regulative bodies remain political pawns, knowing little about the game of boxing and doing nothing to clean it up.

In return for support in the maintenance of his monopoly, Mike distributes crumbs to the touts, gamblers, bums and broken-down pugs who habitually surround him, in proportion to their degree of cooperation. The gamblers get the best seats to his fights. So do politicians who have done him favors. Even the fighters get

more money from him than they could get from any other promoter. To the best of them he gives a percentage of the gate and pays them promptly and without argument. In a business not noted for its honesty, he is considered honest, being shrewd enough to see that crookedness does not pay off at the box office. It is this hardheaded business sense, combined with unusual willingness to speculate on a commodity as highly variable and uncertain as prizefighters, which has made him the most respected, the most feared and the most successful promoter boxing has ever known. Profane, tough, cynical, his speech still marked by "dem," "dose" and "Toid Avenoo," he is a noble and charitable figure when judged by the standards of his racket.

He is especially charitable toward his fighters and managers, to whom he is always available for a "touch." When they are on their way up or when they are headliners, he is willing, even eager, to finance their prodigality. The fact that his fighters and managers consistently owe him money and hence are even more securely bound to fight for him, on his terms, does not lessen their eagerness to borrow. Nor do the newcomers take alarm over the fact that Mike's pocket-book, like a morning-glory at night, suddenly closes up when a fighter is over the hill and on the way down. At present Joe Louis owes him \$132,000 and Billy Conn \$100,000. Needless to say, Mike will simply deduct these sums from their checks after the coming fight.

Occasionally some fighter with more courage than wisdom tries to buck the system. Such a one currently is "Sugar" Ray Robinson, husky Negro puncher and by far the best welterweight in the business. Yet he is not the champion of his division and up to now has not even been given a crack at the championship. His mistake is that, being proud and independent, he has fought on his own terms, where he wanted to fight. His story provides a sermon on the morals and practices of boxing under Mike's guidance. Up to a few months ago the welter champ was Freddie Cochrane, managed by a character named "Honest Willie" Glizenberg. The two outstanding contenders for his title were Robinson and Marty Servo, whom Robinson had already beaten twice. By all fair-trade standards, Robinson

**"Boy!
Do I go for
Crush"**

The famous Brown Bottle identifies

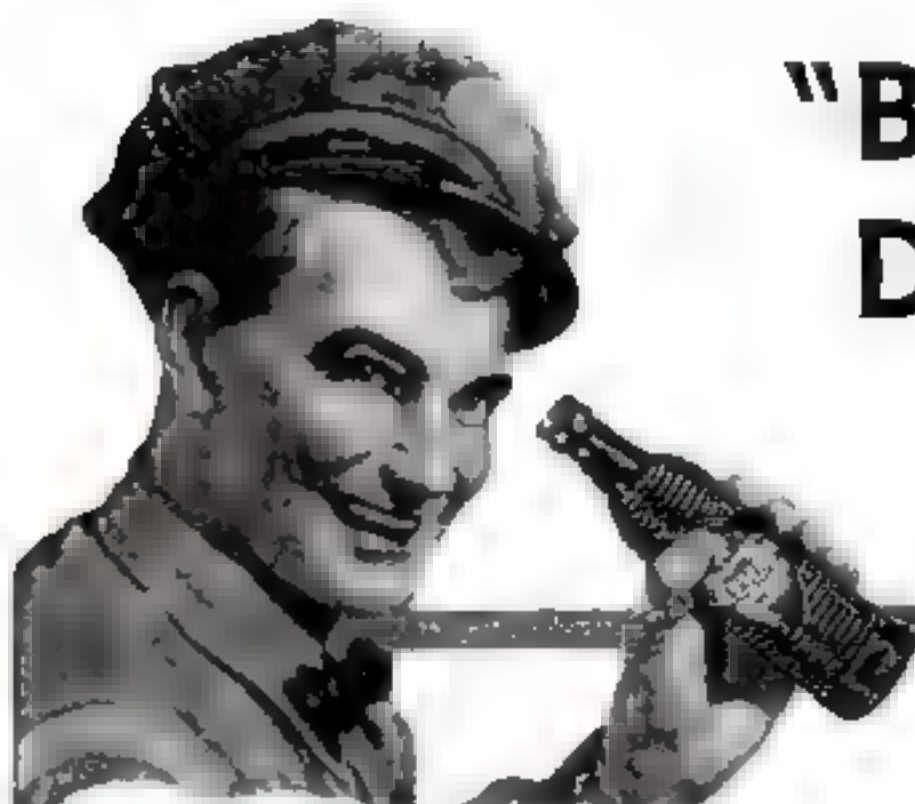

Orange-Crush

T. M. REG. U. S. PAT. OFF.

CARBONATED BEVERAGE

Ask for a "Crush"

Filtered carbonated water . . . juice of tree-ripened Valencia Oranges, flavor of orange peel, citric acid from lemon juice, sugar syrup . . . that's Orange-CRUSH!

*For Dinner
every Sunday*

**So CRISP
So FRESH**

A Family Treat



½ lb. serves 8 for bridge—gin rummy—luncheon—or cocktail parties.

Now you will find a sparkling—white—electrically heated—Double Kay Nut Shop in good stores in your community—ready to serve you with the finest nuts from all over the world—packed fresh for you at moderate prices.

Double Kay NUTS

WITH FRESHNESS TOASTED IN

For a Glorious Fourth Order Double Kay Nuts—NOW



BOXING RACKET CONTINUED

should have been given first chance at the title. But Honest Willie, knowing his fighter was going to lose the championship regardless of which contender he fought, was determined to make the best deal possible, i.e. sell the championship to the highest bidder. In this case the highest bidder was Servo, backed by Jacobs, who agreed to pay Glizenberg and Cochrane \$50,000 for the privilege of taking the title from them. In due time this came to pass and Servo today is the champion. Robinson is still waiting.

Under the circumstances Robinson is understandably bitter. "Mike," he says, "will manipulate anybody for a buck. He's always sore if I fight without his okay. If you don't do what he wants, he'll try to prevent you from getting fights anywhere. You don't earn the championship on merit any more. You buy it."

It is this seamy side of the boxing industry which has prevented boxing from being legalized in some states and which even kept it out of New York state (except in the form of "exhibitions," i.e., bouts fought to no decision) until the passage of the Walker Law in 1920. The morals of the industry may have improved slightly since then, but at least one third of the nation's professional fighters still are owned or controlled by crooked managers who fix fights in order to pull off gambling coups.

For example, one of the most feared men in boxing today is a gambler and racketeer named Frankie Carbo, alias Paul Carbo, alias Frank Tucker, alias Jimmy the Wop. In the last 25 years he has been arrested 11 times and served one term in Sing Sing. In 1941 he beat a murder rap in California. Carbo's headquarters are in Newark, N. J. but he also operates in half a dozen big cities between San Francisco and New York. Carbo, who has been publicly accused by New York sports writers of fixing fights, controls a string of good fighters, including Cecil Hudson, Chalky Wright and Johnny Greco. In a bout last summer in Madison Square Garden, Greco, a heavy favorite, was beaten badly by Tony Janiro. Greco's only excuse was, "I let an oyster and it musta upset me stomach."

How gamblers get control of good fighters

LEGALLY none of these gamblers can own or manage fighters. They circumvent the law, however, by appointing front men who become the official managers. Their technique for achieving such control is reminiscent of Prohibition days. A legitimate manager nurses a promising boy along until he has him ready for the big time. Then he brings him to New York and enters him in a preliminary match. The gamblers in the crowd watch him perform. If they like his looks, they meet the manager next day and "proposition" him, offering to buy his boy for a small sum. Recently a manager named Freddie Summers tried to defy the gamblers. He had a new lightweight, Cleo Shans, whom he had just brought east. The gamblers liked his looks and propositioned Freddie. Unwisely he turned them down. A few days later he was found beaten almost to death.

When he is in New York, Carbo is in constant attendance at Stillman's Gymnasium where most of Mike Jacobs' fighters train. There with other gamblers he peers through the murk at the new

CONTINUED ON PAGE 106



JACOBS' TICKET AGENCY is partly owned by Mike's relatives. Last week a licensee of the agency was arrested on a charge of selling tickets at almost double the legal price. Police tapped telephone wires into the agency, said they overheard that \$100 tickets were being offered for sale at \$175.



**“when I wet my whistle
I want a fresh clean**

DIXIE CUP

“A fellow’s got to keep well in a hard, hot job like mine. Don’t pay to risk putting your mouth where other folks have been drinking. When I stop for a cooling drink it’s individual Dixies for me . . . It *tastes* better in a Dixie Cup because you *know* it’s clean!”

DON'T TAKE CHANCES—HERE'S SAFE PROVEN WAY to MOTH PROOF

One Spraying Lasts A Whole Year



Don't take chances on new, unproven products. Be safe! Be sure! Use LARVEX and moths will NEVER eat your woolens.

For years LARVEX has been used by the big woolen mills. It's been proven the SAFE, SURE way to moth proof. Just a few minutes spraying moth proofs woolens for a whole year! Tests show moth worms actually commit suicide by starvation rather than eat anything treated with LARVEX.

LARVEX is odorless, stainless. Dry cleaning doesn't even remove LARVEX protection. Washing does but dry cleaning does not. Only 7¢ a pint, \$1.19 a quart.

LARVEX



SMOKY STILLMAN'S GYM, on Eighth Avenue near Madison Square Garden, is favorite training spot for most of Impresario Mike Jacobs' fighters.

BOXING RACKET CONTINUED

fighters on the way up, the old fighters on the way down, and plots his course. Carbo is also a frequent visitor at the 20th Century Sporting Club, Mike's new headquarters in Madison Square Garden. There he confers with certain boxing writers to get information on the physical condition of other fighters, thus enabling him more accurately to set the betting odds. Another recurrent caller is Hymie Caplan, recently released from jail where he served time for a gambling fraud. Caplan is manager of Allie Stolz, leading contender for the lightweight title.

Like the Mexican baseball promoters who have been able to persuade many American players to jump their U.S. contracts because they earned so little money, these gamblers owe part of their hold on the boxing business to the miserable manner in which boxers are treated by legitimate promoters and managers. These self-styled "protectors" of boxers chisel and rob their men, match them with heavier fighters who ruin them for life and desert them when they become slap-happy, punch-drunk derelicts. Even though under Jacobs the regularity and size of the purses has been increased, most fighters do not earn even enough to pay their own expenses. The yearly income of the rank-and-filer is scarcely more than \$500. For that sum he must spend days in dilapidated gyms like Stillman's, nights in smoke-ridden neighborhood boxing clubs, getting his brains gradually punched into dimness. For a four-round bout in a neighborhood athletic club a boxer may receive \$30. The fee increases as he works up through the larger arenas to the big time and Madison Square Garden, where a four rounder is worth \$100. There are, of course, boxers who by skill, luck and machination actually get a crack at a main event in the Garden, which is worth upward of \$4,000. It is only occasionally that a fighter draws down a purse larger than that, and he almost never reaches a bracket beyond \$7,000.

Even the big money-makers do not always remain rich. Joe Louis earned \$2,000,000 in less than eight years but he is broke today—mainly because he is an easy touch for friends—and in debt both to Jacobs and the U.S. government. Jack Dempsey made and lost a fortune in the ring and Primo Carnera, the Italian giant, earned \$641,105 in six months, only to have all of it stolen from him by gangsters led by Owney Madden, who had plotted and staged his fantastic career.

How Mike got started

FOR Jacobs, of course, the contrary has been true. With consummate shrewdness he has made the boxing racket produce for Mike Jacobs, the promoter, as it did for Mike Jacobs the ticket scalper. It was as a scalper that Mike got his start. Born on Manhattan's lower West Side, the third child of a tailor, he was in succession a newsboy, fruit peddler, steamboat concessionaire, basketball and wrestling promoter, partner in a circus, vaudeville backer and manager of tours for such varied artists as Enrico Caruso and Emily Pankhurst, the British suffragette. Once he organized claquees for Actor David Warfield and Producer David Belasco. As a concessionaire for excursion boats around New York Harbor he sold tickets covering both passage and meals. Then, to save and make money, he would sell peanuts and beer to the passen-

CONTINUED ON PAGE 108



NOW I KNOW
HOW EASY IT IS!

Keeping your toilet bowl clean means having odorless freshness. A clean toilet bowl has no odor. Keeping Sani-Flush handy means bathroom cleanliness at its best and easiest. Sani-Flush is the chemical, disinfecting cleaner that puts an end to stains and invisible film where germ growth occurs. Ends messy scrubbing, too!

Effective in hard and soft water. Safe in septic tanks. Sold everywhere—two convenient sizes.

Sani-Flush

USE
TWICE
A WEEK

Recommended by
Good Housekeeping



SAFE FOR SEPTIC TANKS

Sani-Flush won't harm your septic tank. This has been proved by a nationally-prominent research laboratory. Your copy of its scientific report is free. Write for it. Address: The Hygienic Products Co., Dept. 121, Canton 2, Ohio.

LIFE

MORE READERS
EVERY WEEK
THAN ANY
OTHER MAGAZINE
IN HISTORY

BEST FOR PAINTING AND CLEANING

Gum Turpentine is the standard, foolproof thinner and solvent for all oil paints. Preferred by 9 out of 10 Painting Contractors. Cleans paint brushes, woodwork, furniture. For sale everywhere.

AMERICAN TURPENTINE FARMERS
INCORPORATED
VALPOLE, OHIO





SPALDING

Brings 'em back alive!



SPALDING DOT



SPALDING TOP-FLITE



SPALDING KRO-FLITE

• The game's most famous golf balls are back—

made of real live rubber!

So now you can enjoy the thrill of that sweet

Spalding "click"—and those extra yards

of fast, true flight!

You know the Spalding ball that suits your game.

A. G. SPALDING & BROS. • Div. of Spalding Sales Corp.

MEMBER OF THE ATHLETIC INSTITUTE

**SPALDING CLUBS ARE BACK...
IN VOLUME!**

Hobby Jones Woods and Irons.

Jimmy Thomson Woods.

These clubs—the first
choice of golfers—are
the first to flow in
steady volume to
eager players!



*At Pro Shops only.

Copyrighted material



SOMETIMES it's mother-and-daughter, sometimes it's two sisters who just don't see alike or think alike in matters of grooming. . . . However, when it comes to Tampax (for sanitary protection) this interesting product can well appeal to both women even though their reasons are different.

Tampax discards the bulky external pad with belt. What does this mean to you? Freedom of action, sleek clothing and daintiness? Or efficiency, common sense and comfort? Tampax means any or all these things to its millions of users. . . . Based on a familiar medical principle Tampax was perfected by a doctor as an internal absorbent. Made of pure surgical cotton Tampax is compressed in applicators. The hands need never touch the Tampax and it is invisible and *unfelt* when in place.

Tampax can be worn in tub or shower, also in swimming. No chafing. No odor. No disposal trouble. A month's supply will slip into your purse—buy now for "next time." Sold at drug stores and notion counters in 3 absorbencies—Regular, Super, Junior. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association

TAMPAX INCORPORATED LFE-17-66-N
Palmer, Mass.

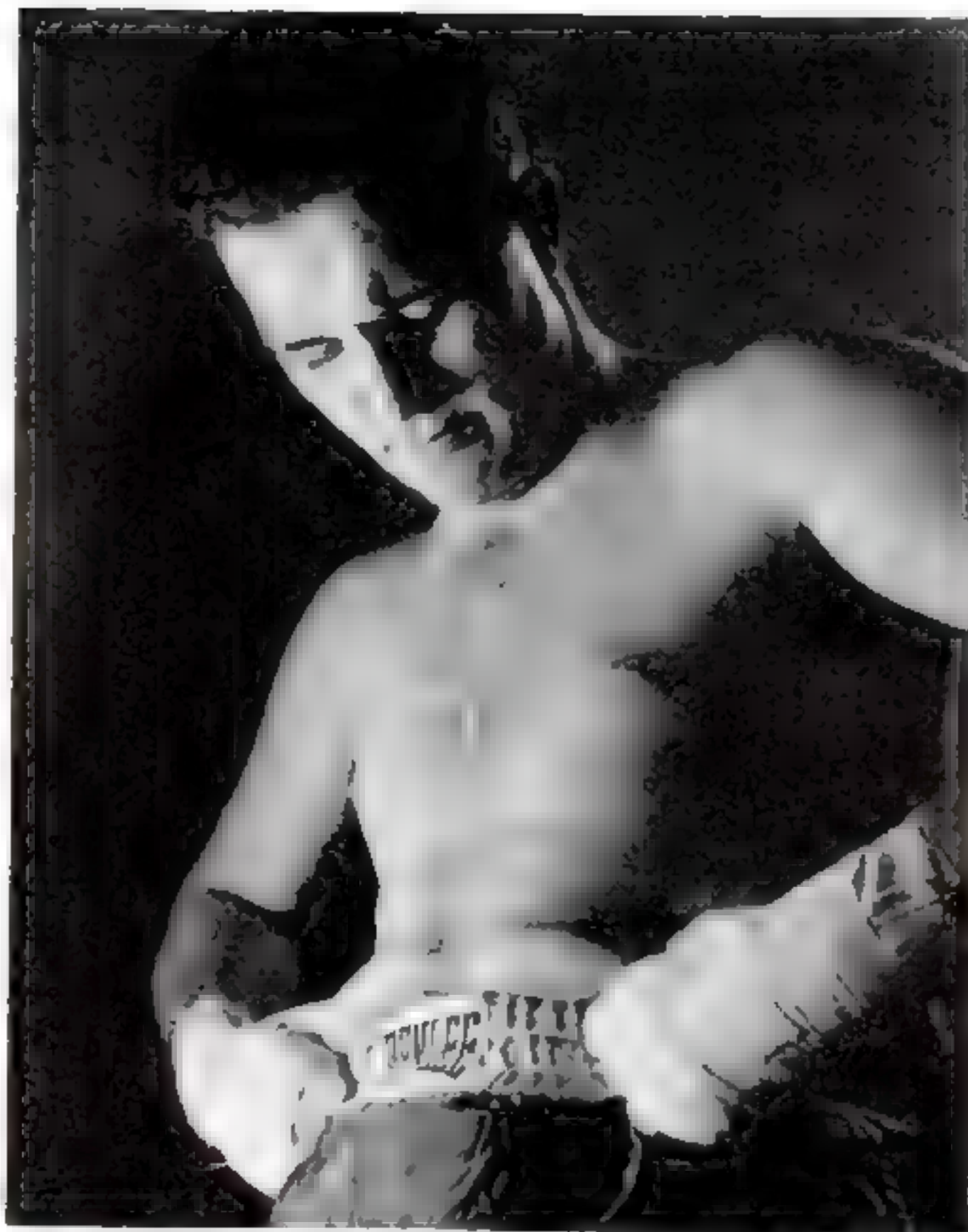
Please send me in plain wrapper a trial package of Tampax (enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____



CHALLENGER CONN inspects excess fat around his waist before beginning training. Sports writers said Conn looked better in training than Louis. Jacobs has both fighters signed for return match if Conn wins or fight is close.

BOXING RACKET CONTINUED

gers until they were too surfeited to eat his meals. His nickname at the time was "Steamboat Mike."

But Jacobs was never happy at these varied ventures. They seemed to offer only evanescent prosperity. He never forgot a day in the 1890s when he was peddling papers and selling sandwiches in Tammany Hall. A newspaper circulation man gave him two "Annie Oakleys" to a boxing match between "Terrible Terry" McGovern and George Dixon. The box-office price was \$1 each, but Mike sold them for \$2 each. So, by 1907, Mike had decided to become exclusively a ticket scalper.

His first place of business was the old Normandie Hotel, where he opened a two-by-four theater-ticket office in the corner of the lobby. As he prospered he branched out into tickets for baseball and football games, fights, wrestling matches and other sports events. He was soon in cahoots with owners and box-office managers of Broadway playhouses and sports arenas, who funneled their best tickets to him for disposal at the highest price the market would bear. To these businessmen Mike's advice gradually became an incalculable asset. Never swayed by artistic or sentimental judgments, he had some sort of sixth sense which told him unerringly what play would be a box-office hit and how much the public would pay for a sports event.

Mike got into the fight business in the early '20s, when Tex Rickard came to town to set up the Jack Dempsey-Georges Carpentier championship bout. By that time Jacobs was the city's biggest ticket scalper, and Rickard called him in for an estimate of the gate. Without hesitation Mike told him "one million bucks."

"How could that be?" asked Rickard. "The Johnson-Jeffries fight at Reno barely passed a quarter million."

Mike answered, "One million bucks."

Rickard was convinced and, in turn, convinced William A. Brady and Charles B. Cochran, theatrical producers. They agreed to "angel" Tex.

The two producers backed out, however, between their first flush of enthusiasm and the final plunge. Rickard himself nearly abandoned the whole venture because he had guaranteed Dempsey \$300,000 after Jack Kearns, Dempsey's manager, had refused a percentage of the gate. For reassurance he went again to Mike, who not only repeated his prediction but agreed to put up \$20,000 of his own money and to raise another \$180,000 from his friends.

MOTHER, HOW DO YOU MAKE YOUR REFRIGERATOR SO CLEAN AND FRESH?

WHY, I USE CLOROX...IT REMOVES STAINS, DEODORIZES AND DISINFECTS!



AND, TOO, CLOROX DESTROYS MOLD...HELPS PREVENT FOOD SPOilage!

FRESH, sanitary, spotless inside and out...the gleaming pride of your Clorox-Clean kitchen...that's how your refrigerator can be! It's a wise health precaution to clean all food containers regularly with Clorox, for you can depend on Clorox for hygienic cleansing. Clorox disinfects, deodorizes, removes stains from enamel, porcelain, tile, linoleum, glass, wood surfaces. In laundering, Clorox bleaches white cottons and linens snowy-white (brightens fast colors)...makes laundry fresh, sanitary. Directions on the label.

AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT

CLOROX

FREE FROM CAUSTIC

Years of unsurpassed quality and performance have made Clorox the choice of millions... it's always uniform... it's always dependable!

KILL INSECTS WITHOUT DUST OR SPRAY

Roaches, all vermin, Waterbugs and Crickets get the out in the protection time and day. Can't be blown or tracked out. No supplies. (Toss, long lasting. Not for drug grocery and other stores. 8 page, 6¢ postpaid if you have none. Over 20 million sold. DeSoto Chemical Co., No. 5 Day St., Arcadia, Fla.

GATOR ROACH HIVES



eager-to-swim WATER FASHIONS

Caltex

CALTEX OF CALIFORNIA • 2156 BEVERLY BLVD., LOS ANGELES

CONTINUED ON PAGE 110



Copyright 1948, Better Vision Institute, Inc.

The Wheel of Life...or Disaster?

This man is free as the wind.

Free to feel the salt tang of the sea in his face.

To thrill at the vistas from mountain tops,

To glide beside calm lakes at sunset.

Free to roam the length and breadth of

the land ... to take his time... relax ... live.

Yet this man can cause disaster!

PERHAPS HE'LL SPEED ONCE TOO OFTEN

"Okay," he'll say, "so I do 60, 70, once in a while. But you should see the guys that try to pass me!"... *Fast speed strains eyes, strains cars, cuts down the safety factor, contributes to three out of five fatal accidents.*

PERHAPS HE'LL TAKE ONE DRINK TOO MANY

"Sure, I've had a few," he'll tell you, "but they don't bother me." *Some can drink, some can't. Drinking makes many drivers and pedestrians unsafe on the roadway, leads directly to one out of every five fatal accidents.*

PERHAPS HIS POOR VISION WILL CROSS HIM UP

"Never been in any bad jams," he says. "Nothing wrong with my eyes!" *He's so sure! But he may be dead wrong!*

How many accidents are caused by poor vision? It's hard to say. Poor vision may be a contribut-

ing cause in any accident! Certainly, many accidents are caused solely by poor vision. Because vision controls 80% of all our actions, it is the key to driving efficiency. Yet many do not know their vision is faulty!

So, for safe-and-sane driving, *make sure* of your eyes by calling on the professional services and skills of the Ophthalmologist and Optometrist, and the technical abilities of the Ophthalmic dispenser (Optician).

BETTER VISION INSTITUTE, INC.
630 FIFTH AVENUE, NEW YORK 20, N. Y.



Better Vision for Better, Safer Driving

lighter with cola...

lighter with ginger ale

the highball BRANDY

CORONET

California grape brandy 84 proof. Cresta Blanca Wine Company, Inc., San Francisco.

lighter with soda...

BOXING RACKET CONTINUED

Mike then visited all his scalper pals in town, inviting them to shell out and stake Rickard. In return for their financial backing Jacobs and the rest of the speculators got the choicest seats to sell at their own prices. As it turned out, the public paid \$1,789,238 to see Dempsey knock out Carpentier. Cochran and Brady wept. Jack Kearns is still weeping because on a percentage basis Dempsey would have made \$600,000 instead of \$300,000. But Mike did not weep.

From then on Rickard always depended on Mike's judgment when he promoted a fight. It was Mike who advised him to stage the first Dempsey-Tunney fight in Philadelphia and the second one in Chicago, the latter grossing more than \$2,000,000 for an all-time record. To both these bouts Mike got the choicest seats. By that time he had opened a ticket agency on 49th Street off Broadway. Somehow one could always get the best ringside seats there. Even today, although ownership of the agency has been transferred from Mike to members of his family and a former employe, one can still get the best tickets there. Only last week charges of widespread ticket scalping in the sale of seats to the Louis-Conn fight were preferred against an owner and three employes of the Jacobs agency who were arrested and arraigned in court for violating the New York ticket-speculation law.

How Mike got into the big time

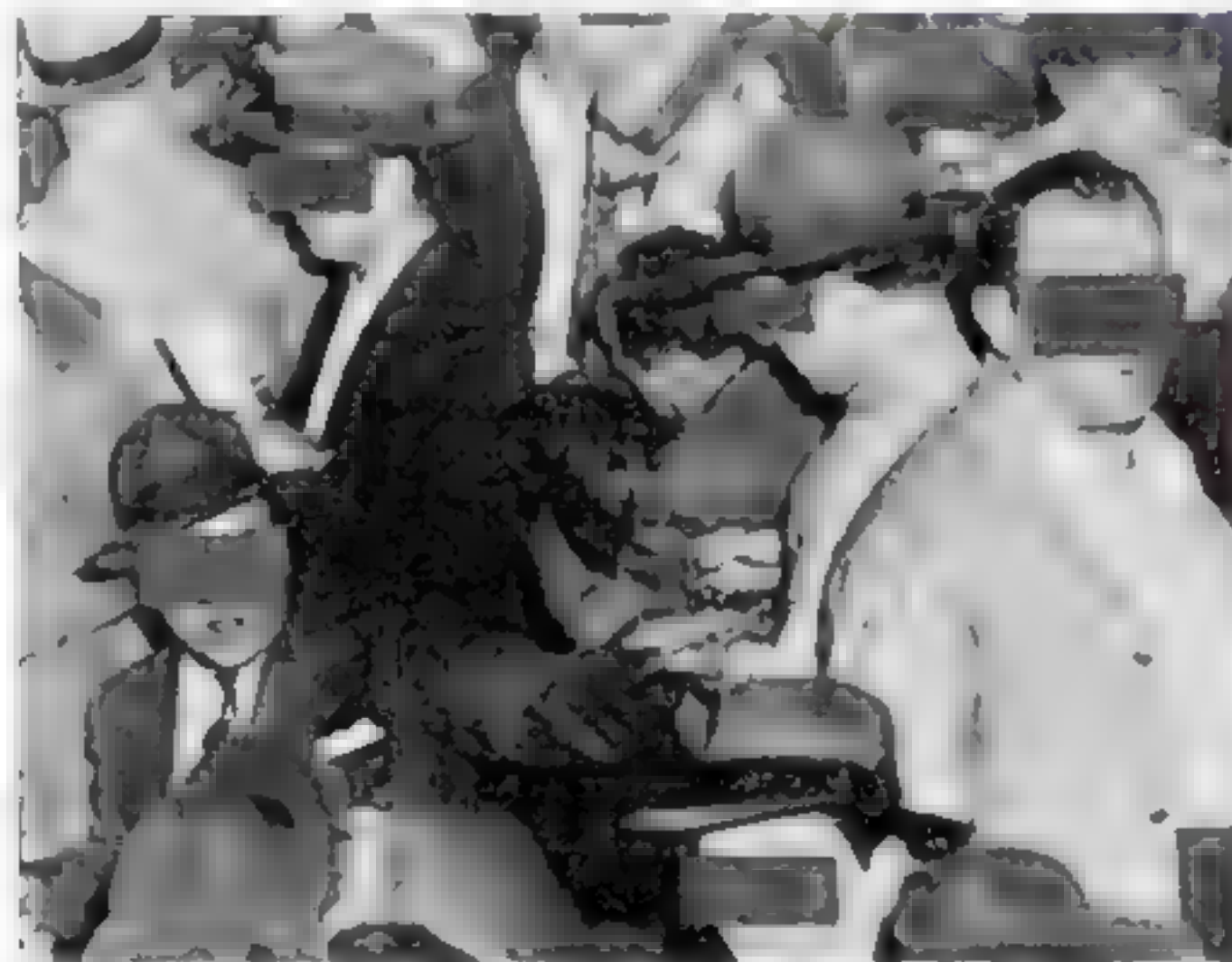
THROUGH the Golden Age of Boxing when high-hatted gentlemen from Wall Street and their ermined ladies gave the sport the mark of fashion, Jacobs blandly sold them tickets at outlandish prices (example: a \$250 box for \$7,500), opened new bank accounts, smoked his cigars, clucked his store teeth and minded his own business. Reporters at Tex Rickard's office in the old Garden would see him sliding in and out of the shadows like a stoop-shouldered ghost, whispering in Tex's ear, stuffing tickets in his coat and pants pockets. When Rickard, glamour boy and gambler from the Yukon, died in 1929 and big-time boxing died with him, Jacobs went into virtual retirement from boxing. From the side lines he watched the new Madison Square Garden, its millionaire sportsmen and their promoter, the late Jimmy ("Boy Bandit") Johnston, establish a monopoly over what was left. He watched their ventures, one after the other, fail in a morass of depression and crooked fights.

Meanwhile two events occurred which were destined to wrest control of the boxing business from Madison Square Garden and to multiply Mike's fortune.

1. Out in Detroit there appeared a big, strong Negro kid with fists as fast as lightning. Watching Louis fight, a smart numbers racketeer named Johnny Roxborough with a reputation for integrity and benevolence decided to take over as the kid's co-manager. The other manager was to be "Roxy's" Chicago pal, Julian Black, another policy baron.

2. In New York, Mrs. William Randolph Hearst's boxing matches, staged by Johnston and the Garden for the benefit of her Milk Fund, were running into fiscal disputes. Mrs. Hearst wanted a bigger part of the gate and the Garden refused to give it to her. Under such circumstances three Hearst sports writers, Bill Farnsworth, Ed Frayne and Damon Runyon, invited Jacobs to take the lead,

CONTINUED ON PAGE 112



FIGHT FANS AND BOOKIES in the Chicago Stadium bet openly on the fight in progress. This practice is illegal in Illinois and most other states.

New Fire Extinguisher has 10 times greater efficiency with New Formula discovery



Only 6 1/4 inches long...yet tests PROVE the 1-2-3 superior to all other extinguishers for ALL types of fires. A one second burst is usually sufficient.

1-2-3 the first out!

- For home, office, car.
- For more than one fire!
- Easily refillable.
- No periodic recharging.
- Decorative—of heavy brass.

Ask for it by name at leading stores or write

BOKA SALES CORPORATION
1860 Broadway • New York 23



Falcon
MINIATURE
• DE LUXE

THE ORIGINAL PRE-WAR MODEL M WITH THE POST-WAR IMPROVEMENTS ... Now Better Than Ever Before!

Preserve those precious memories with a Falcon De Luxe! Tops for picture performance—sharp, sparkling, brilliant pictures. Tops for film economy—16 pictures on any standard 127 roll film. At better stores everywhere.

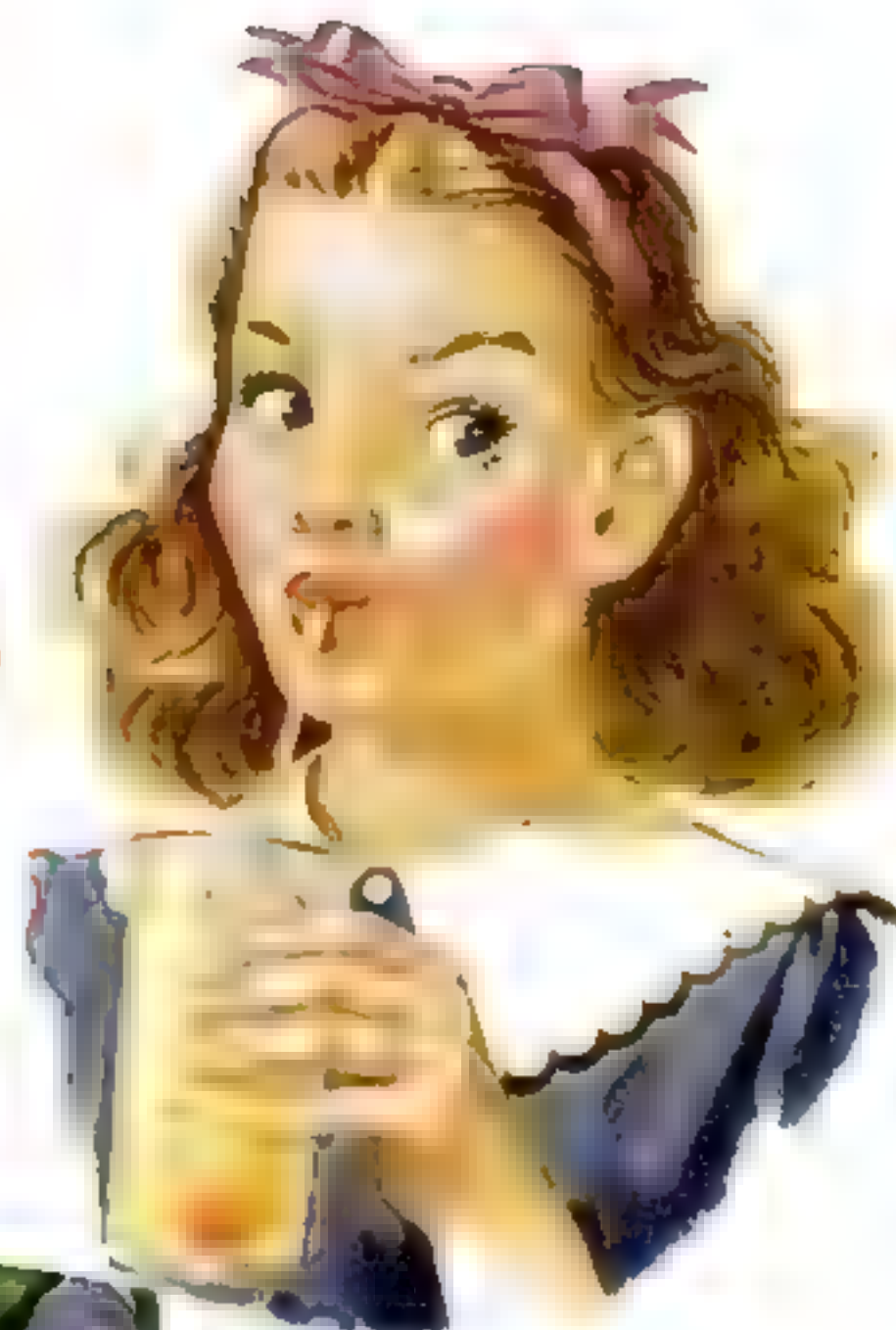
Eveready Carrying Case for Falcon De Luxe. \$1

Available Soon!

On the way... other Falcon Cameras, priced up to \$23.50.

FALCON CAMERA CO. Chicago 2, Ill.

Make refreshing Sodas and Sparkling Drinks with a professional touch!



Fruit Sparklers

Pour your favorite bottled or canned fruit juice over ice cubes in a tall glass. Fill with Canada Dry Water. You may enjoy adding a little sugar or a twist of fresh lime. There are so many fruit juices to choose from now... grape, pineapple, grapefruit, orange, apple... and you can use fruit extracts or syrups, too!

Sparkling Fruit-Ades

(Made from Fresh Fruit Juices)

Lemonade— Juice 1 lemon, 2 tsp. sugar.
Orangeade— Juice 1 orange, 1 tsp. sugar.
Limeade— Juice 1 lime, 2 tsp. sugar.
Grapefruit-ade— Juice ½ grapefruit, 2 tsp. sugar. Add ice cubes, fill with Canada Dry Water. Stir gently.

Ice Cream Sodas

Into a tall glass put 3 tablespoons chocolate syrup or ½ teaspoon vanilla extract and 3 tablespoons milk. Stir, add ice cream and fill glass with Canada Dry Water. For a plain soda use ¼ cup milk and omit ice cream. Add 2 tablespoons sugar syrup, flavoring, ice cubes...and Canada Dry Water.

THE MOST DELICIOUS of summer drinks are yours for the making when you have a big, sparkling bottle of Canada Dry Water on hand! You can mix refreshing fruit-ades with fresh fruit juices... tangy fruit sparklers with bottled or canned fruit juices... tasty coolers with soft drink extracts... *real ice cream sodas*—all with that professional touch!

It's Canada Dry's "PIN-POINT CARBONATION"

that does the trick! Millions of tinier bubbles keep these drinks lively and sparkling longer. Keep a bottle or two of Canada Dry Water always in your refrigerator... ready to bubble into refreshing summer drinks at a moment's notice.

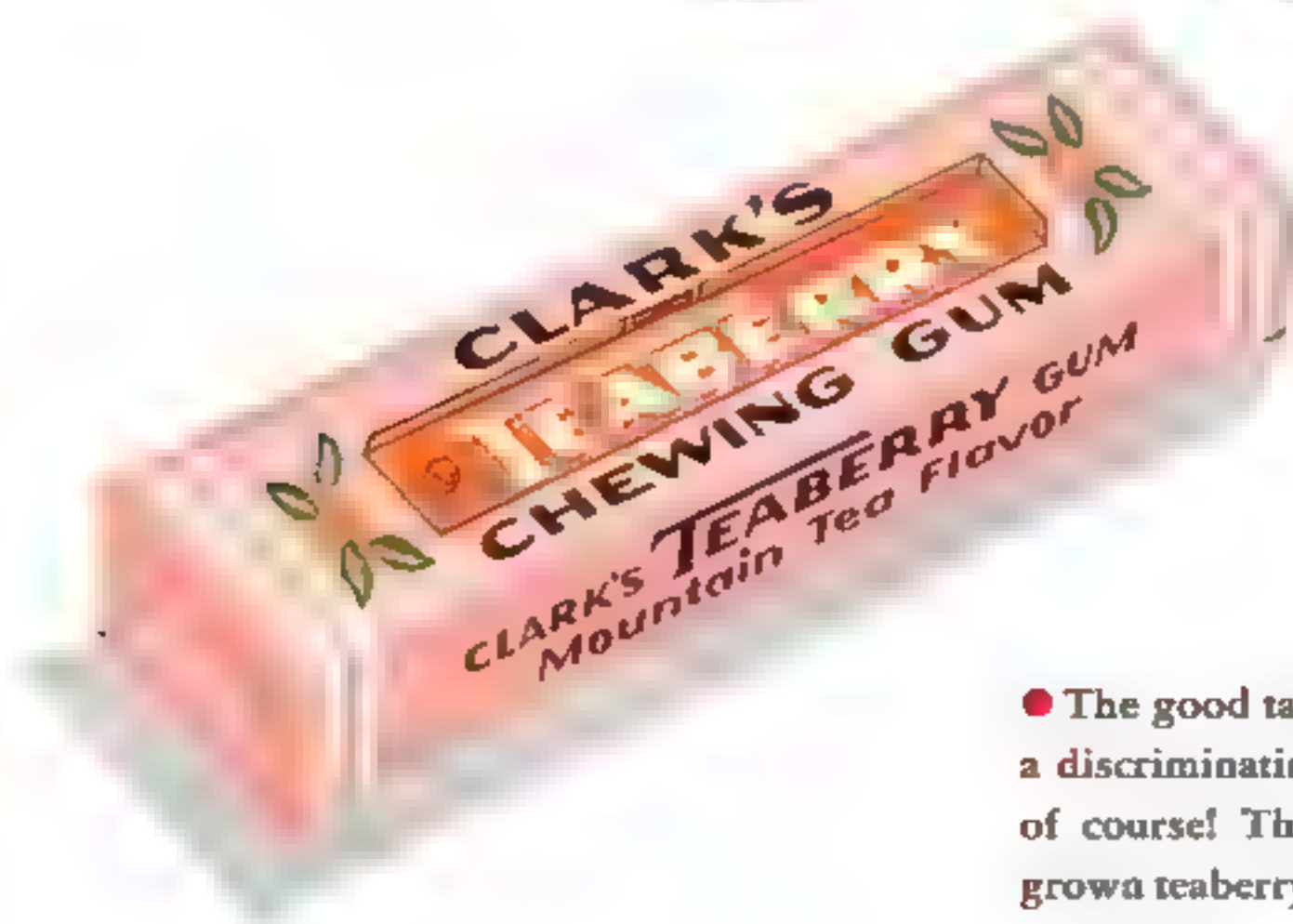
There's no shortage of Canada Dry Water. It is available in three sizes for your convenience—your dealer has plenty in stock.



A delightful, sparkling table water! There is no finer table water than sparkling Canada Dry Water! Made to an exclusive scientific formula, Canada Dry Water is always the same pure, refreshing, pleasant-tasting. Try serving it with meals. Drink a glass any time you're thirsty.

CANADA WORLD FAMOUS DRY WATER

Packed with Good Taste!



● The good taste of women who set the fashion dictates a discriminating choice in chewing gum. It's Teaberry, of course! The rare, the *different* flavor of mountain-grown teaberry has sophisticated appeal. It's exhilarating . . . luscious . . . refreshing! And the finer, smoother quality of the gum assures your complete enjoyment.

CLARK'S TEABERRY GUM

Carry It with You Always

BOXING RACKET CONTINUED

with the backing of the Hearst papers, in an attempt to break the Garden's boxing monopoly.

Their first venture was the promotion of a fight for the Milk Fund at the Bronx Coliseum. It was so successful that the crowd overflowed the arena and thousands clamored vainly outside. Impressed, Jacobs leased the New York Hippodrome and, together with the Hearst sports writers, incorporated the 20th Century Sporting Club as a weapon aimed at the management of the Garden.

Showman that he was, Jacobs immediately wrapped Louis and the attempt to break the Garden into one prize package. For some time he had been aware of the weakness in the Garden's promotional armor: it had no big-time heavyweight to exploit, and without a good heavyweight no promoter can be much of a success. Its best candidates were second-raters like Carnera, Braddock and Max Baer. For Mike the key to success was to be Joe Louis.

So the four-way alliance between Jacobs, the Hearst papers, Roxborough and Black was born. With the aid of Joe Louis' two fists they lifted the fight racket out of oblivion. Remembering the fate of Jack Johnson, they capitalized on Louis' modesty and manliness. In the Hearst and other papers they portrayed him as a likable, "Bible-reading, violin-playing young Galahad" who "by the sweat of his honest brow" had lifted himself "by his own bootstraps" from the cotton fields of Alabama. For his first crucial fight against Natie Brown in Detroit, Jacobs chartered a special train to transport New York sports writers. As Louis easily outpointed Brown and won subsequent fights by sensational knockouts, the paeans of praise swept louder and louder until Louis' fights on the radio commanded a higher Crossley rating than Franklin D. Roosevelt.

How Mike got the Garden

WHEN Mike signed Louis in 1935, the Garden was actually through as a fight monopolist. Nevertheless it fought Mike hard for a few years and had one trump card: it still controlled Jimmy Braddock, the heavyweight champion. The fact that everybody believed Louis was a better fighter than Braddock made no difference. Braddock was still champ.

Mike's task, obviously, was not only to get Louis into the ring with Braddock but to get him there on his own terms instead of the Garden's. He almost missed his chance when in 1936 his fighter, who had refused to train properly or take the bout seriously, was badly beaten by Max Schmeling. Schmeling then signed to fight Braddock for the title, leaving Jacobs and Louis out in the cold. But in its moment of triumph the Garden did not reckon with Jacobs' resourcefulness. He went to Joe Gould, Braddock's manager, and persuaded Gould by a guarantee of 20% of all Jacobs' earnings on Louis' fights to break his contract for the Schmeling fight and sign to fight Louis in Chicago instead. When Louis knocked out Braddock and became heavyweight champion of the world, Jacobs automatically became king of the racket. For a manipulator of his skill it was a comparatively easy task to get control of fighters in other divisions. Gradually, one after another, they all came to terms—welers, lightweights, middleweights.

There were, of course, some business details for Mike to clean up from his position atop the racket. Now that he was boss, there was obviously no reason for maintaining the partnerships and

CONTINUED ON NEXT PAGE



BOXING COMMISSIONERS of New York state are Dr. C. B. Powell (left), editor of Harlem's *Amsterdam News*, Negro newspaper, and Edward Eagan, Rhodes scholar who won U.S. amateur heavyweight boxing championship as a Yale freshman. They are responsible for the integrity of boxing in the state.

What Luck!



Blackie: "What a prize, Whitey—no wonder a fisherman will spend hours to catch it."

Whitey: "Yes, Blackie—like **BLACK & WHITE**, it's a prize worth waiting for."

How true, Whitey! No other Scotch is quite so satisfying as **BLACK & WHITE**—because this famous blend has an unmistakable character—a fine, mellow quality that has won universal preference for generations!



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY • 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK • SOLE DISTRIBUTORS

Lovely hair deserves fine care
... use a Du Pont Comb



For heart-stirring hair... pin your faith on a good comb... a Du Pont Comb. You'll cheer for its rounded teeth, so kind to your scalp, the luxury-smooth plastic that glides through your hair. You'll want one in every gay color. Exclusive designs, prices 10 to 50 cents—and Du Pont quality!

Du Pont Combs
BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



DU PONT

BOXING RACKET CONTINUED

splitting the profits with the men who had helped him get his monopoly. He could not, of course, continue with three Hearst men as partners. The rest of the press did not like it and he had to be friendly with all the press. So he bought out Frayne's and Runyon's interests. Farnsworth resigned from his paper to take a permanent job with the 20th Century Sporting Club. Likewise it was not sound business to pay Gould and Braddock 20% of his earnings on Louis' fights, in spite of the contract which called for such payment. So he stopped paying it, let Gould sue him for \$104,201, then settled out of court. Finally it was not wise to remain on the outs with Madison Square Garden, which had the only suitable New York auditorium for big indoor shows. So he settled on a basis by which the boxing profits were split 50-50 between him and the Garden's owners, and he took over as the Garden's own promoter.

The last partnership to become inoperative was the one with Louis' managers, Roxborough and Black. While Louis was in the Army, Black was eased out as comanager. Now Roxborough is in Michigan State Prison serving time for his numbers-game operations. Although he is still officially Louis' manager, the real manager, who selects Louis' opponents, arranges his purses and even rules and regulates his private life, is Mike Jacobs.

In all his years as promoter and speculator for the boxing racket, Jacobs has learned one thing superbly well: how to skim the cream off a Big Fight. In view of this and because prizefighting is much more of a business than a sport, it is wise to look at the forthcoming heavyweight championship battle in a strictly financial light. Publicly, the financial arrangements for the bout are clear. Mike plans to charge prices ranging from \$10 for bleacher seats up to \$100 for ringside seats. At a capacity of 80,000, this will bring a gross intake of about \$3,000,000. Of the total Louis will get approximately \$1,000,000 and Conn \$500,000. Taxes on tickets will be \$720,000 and expenses \$400,000. That leaves a profit of almost half a million dollars. Television, radio and movie rights will net another \$300,000. The total of more than \$700,000 will be split 50-50 with Madison Square Garden.

But, as mentioned before, Jacobs is owed some money by the principals involved. In actual fact, Louis' million dollars will not be enough to pay off the money Louis already owes the government, the money he owes Jacobs and the money he will owe the government on new income taxes after this fight. He will earn a million, pay a big hunk of it to Jacobs and still be in debt.

How to stage a big fight

IN view of such personal prosperity, heightened by the genuinely heavy demand at the box office, Jacobs does not have to resort to the devious devices by which promoters in the past (notably Tex Rickard) sharpened their profits. Publicly they were only promoters for their fights; privately they were also speculators on their own tickets. Although their scale of prices, from perhaps \$3 to \$50, seemed rigid enough, it was a sliding scale designed to charge what the market would bear. This was done through an unofficial partnership with ticket brokers not only on Broadway but around the country. To these scalpers, as well as to selected members of the "fight mob" which hung around their offices and to whom they were indebted, the promoters would give a certain number of tickets. Officially they had no knowledge of what happened to them. But if the demand for the tickets to the fight was high, the brokers would charge as high a price as they could get. A \$50 seat, for instance, might go for \$500. A good \$25 seat might cost \$150. In scalper terminology, the difference between the list price and the selling price was called "ice." Part of the ice, sometimes in cash, sometimes in services rendered, found its way back to the promoters. Thus they augmented their promotional profits with speculative profits.

Not even an unsuccessful fight could hurt this racket. If tickets were not selling well, the brokers simply reduced the price of seats, often below the box-office price. They took a profit on what they could sell and remitted the balance to the promoters, being sure only that they got enough to cover the tax. Because the promoters' commitments to their fighters were usually on a percentage basis of the real, not public, gate, they could not very well lose, even though the seats were sold at cut rate.

Whatever the method of ticket distribution, and there are hundreds of them, a successful promoter has just one real obligation. He must pack the house. He cannot afford to have empty seats even if he has to give the tickets away. To do so consistently requires an expert's knowledge of both showmanship and crowd psychology. Jacobs obviously has both. Through his long exper-

CRO-PAX DEODORANT

Soothing... Cooling

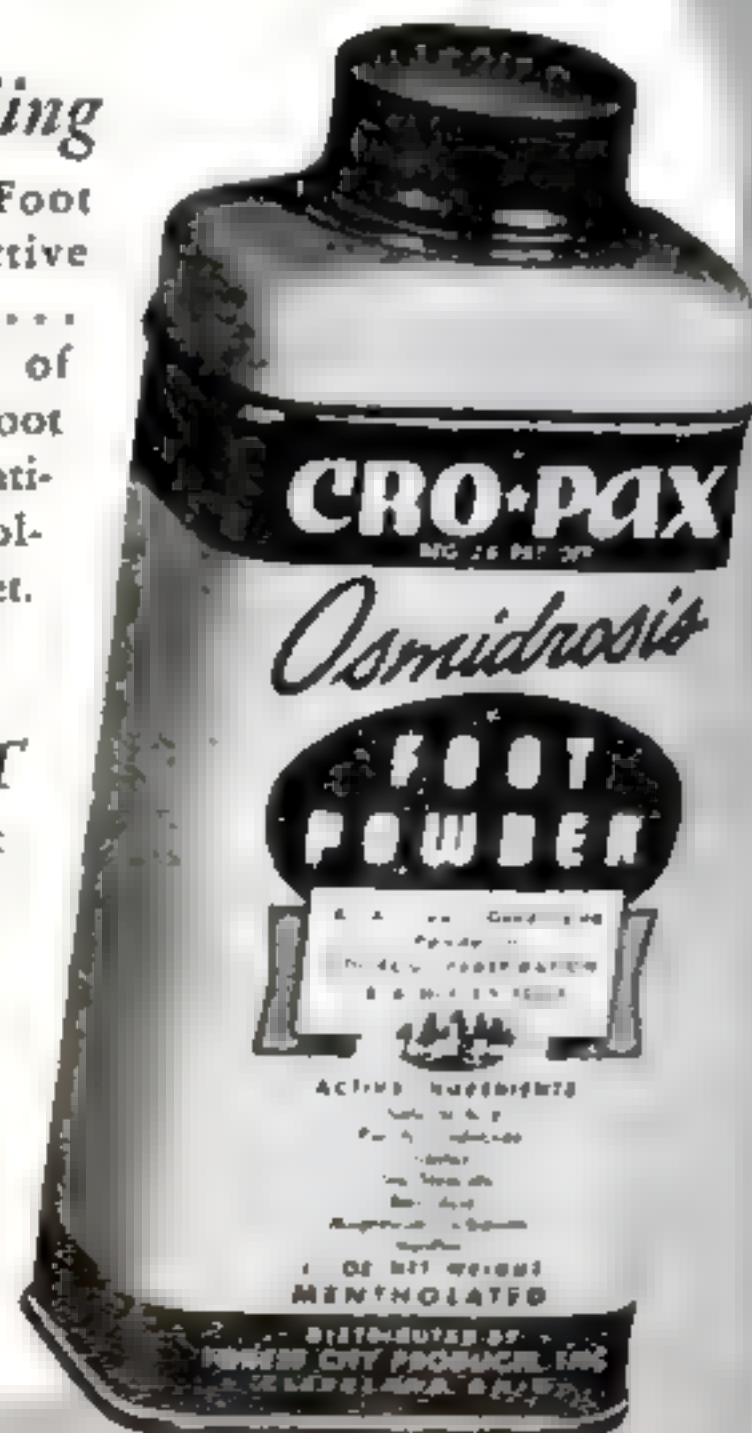
The use of Cro-Pax Foot Powder is a most effective method of foot hygiene... a safe, dependable way of taking the odor out of foot perspiration. It is an antiseptic, soothing and cooling to tender, burning feet.

For the Relief of ATHLETE'S FOOT

the daily use of Cro-Pax foot powder is particularly helpful. As a precaution against reinfection, continued use is to be recommended.

at all
10¢
stores

FOREST CITY PRODUCTS, INC.
Cleveland, Ohio





Copyright 1940, L. G. SMITH & CORONA TYPEWRITERS INC. SYRACUSE, N. Y.

... which portable?



THE PORTABLE for you or your children ought to be the same kind an expert typist would choose. Just because you're a beginner doesn't matter. You can quickly learn to type and then you'll appreciate such things as speed, easy action, and Floating Shift. You'll be glad your machine has all the latest typing aids and is built to stand hard use... even abuse.

And if you choose a Smith-Corona, that's the kind of portable you'll have... the kind that most nearly answers the requirements of professional and amateur alike. They're still scarce, but keep asking—every day finds more and more Smith-Coronas on store counters.



Smith-Corona

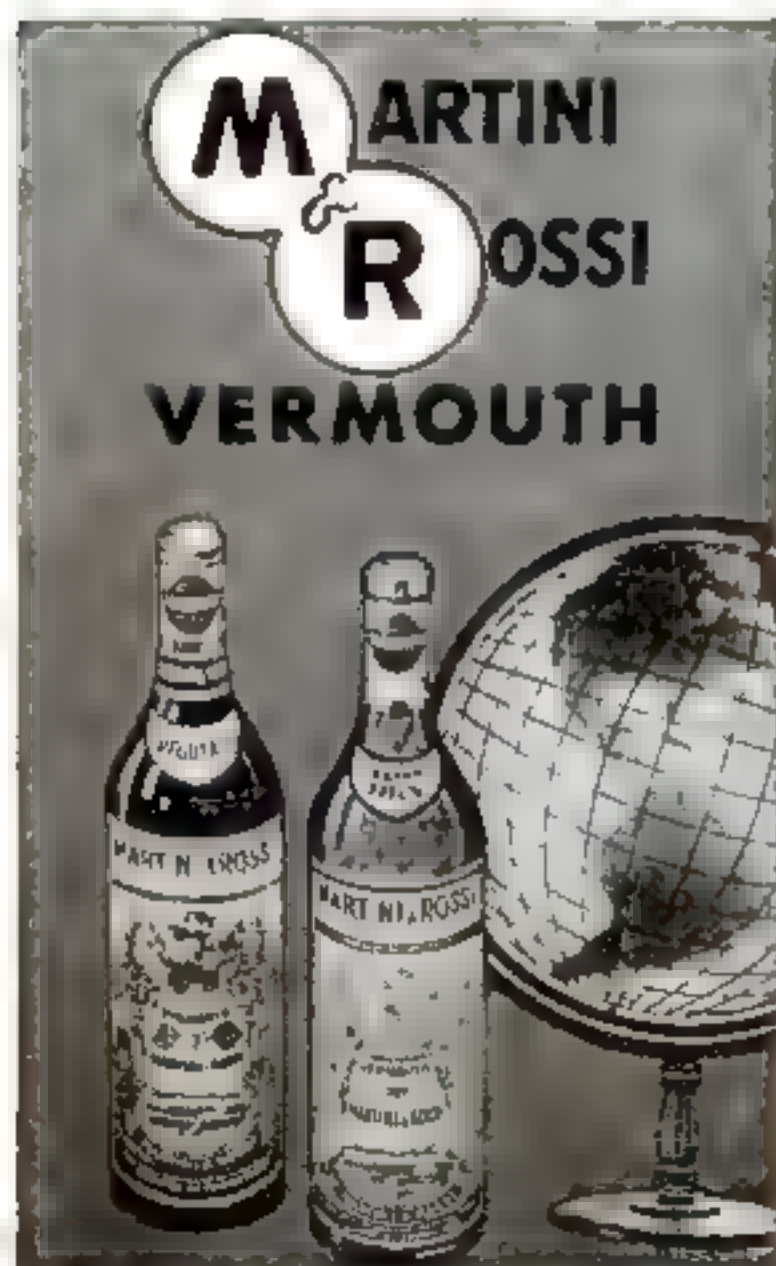
Makers also of
Smith-Corona Office Machines



Flavor Secret for a Manhattan



ASK THE MEN who mix 'em at fine bars . . . and time and again you will hear the same. "The flavor of a Manhattan cocktail depends as much on the Vermouth as on the whiskey . . . and for perfect flavor we use famous imported Martini & Rossi Vermouth."



MARTINI & ROSSI Vermouth has long been world famous. The subtle M & R flavor has never been successfully duplicated. Keep both kinds on hand. Regular for a Manhattan. Extra Dry for a Dry Martini. W. A. Taylor & Company, New York City. Sole Distributors for U. S. A.

PRODUCT OF THE ARGENTINE

BOXING RACKET CONTINUED

ience he has evolved certain rules for the success of a Big Fight. They might be summarized as follows:

1. Locate the fight in New York if possible. It is still the world's boxing capital and the source of more big and easy money than any other city in the world. It is the best possible location for a national festival. Hundreds of thousands of visitors flock there every day. Businessmen from all over the nation will pay outlandish prices to attend a fight there while at the same time getting away from small towns to have some fun in the big city. Finally the publicity and other machinery for promoting a fight (i.e., cooperation of newspapers and radio) is best in New York.

2. Do not be afraid to charge big prices even for bad seats. The majority of fight fans, particularly out-of-towners, will not object to sitting a long way from the ring even though they have purchased "ringside" seats. All they want anyway is to be able to brag to the folks back home that they were there and saw Joe Louis. The fine points of boxing would be lost on them even if they were in the first row. The soundness of this rule was proved by Jacobs and Rickard at the Dempsey-Carpentier fight when "ring-side" seats were about a block away from the ring. For \$50 at the Louis-Conn battle customers will be about half a block from the ring.

3. For the sake of publicity and profits, plan the occupants of your choice seats carefully. The first four rows at a Big Fight are filled by the working press, though some of these seats may be sold privately to politicians, actors and random celebrities. The second four rows, or maybe six, should be sold in their entirety to celebrities. These transactions are completed personally between promoter and purchaser.

4. Dispose of your obligations to pals, newspapermen, touts and hangers-on by giving them "complimentary" seats which they can either use or resell. All you will require in return is the payment of the tax plus your "service charge." For instance, the tax on a \$100 ticket is \$24, the service charge, about \$10. If you give a \$100 ticket to a friend in repayment for courtesies, you ask him to return only \$34 to you.

In his new offices at Madison Square Garden, Mike Jacobs these early summer days and summer nights works like a man inspired over plans for his forthcoming fight. He is the first to arrive in the morning, the last to leave at night. Around him swarms the fight mob in conspiratorial silence. First one, then another whispers something in Mike's ear. His cryptic answers seep out of the corner of his mouth, his restless eyes and ears already intent on somebody else.

Mike loves his work. By phone, by mail, by check, by cash, the gold is pouring in. The box-office sale for the Louis-Conn fight is mounting in an astonishing curve. Already, at least partially because of the anticipated profits on the Big Fight, the value of Madison Square Garden common stock has doubled in the last three months. And Mike Jacobs' personal fortune is estimated to be nearing \$5,000,000.

Sometime during the morning somebody comes in with a new idea for a new promotional stunt. Between answering the phone, jumping up to run into another room, checking the box office, giving a hundred quick orders, Mike manages to hear what the newcomer is saying. Then he turns, his false teeth click-clacking, and looks for the first time squarely at his visitor. "What's in it for Uncle Mike?" he asks.



COUNTRY SQUIRE JACOBS relaxes, away from the Garden and promoters' varied problems, at his estate, Bingham Hill Farm, outside Rumson, N. J.



A SPECIAL PREPARATION FOR SHAVING

★
For the 1 man in 7
who shaves daily

★
NO BRUSH

Modern life demands at least 1 man in 7 shave every day—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing

effort. Glider protects your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean without scraping or irritating. It's quick and easy to use. Needs no brush—not sticky or greasy.

SEND FOR GUEST-SIZE TUBE

Get Glider at your regular dealer's. Or send us your name and address with ten cents—and we'll mail you a guest-size tube, enough for three full weeks. The J. B. Williams Co., Dept. LG-9, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

Ernest B. Hurlburt
PRESIDENT



Made by GANTNER & MATTHEW CO., S.F., N.Y.C.

HAMBURGER BARBECUE TREAT!

*Outdoor Supper for 6... only 2.31**



MENU

Hamburgers with Barbecue Sauce
on Toasted Rolls
Baked Beans
Assorted Relishes
Coffee
Dundee Cake
Tea
Milk

HAMBURGERS WITH BARBECUE SAUCE

1 1/2 pounds chopped beef
1 tablespoon fat
1 medium onion, chopped
2 tablespoons chopped green pepper
1 cup tomato paste
Dash pepper
1 tablespoon sugar
2 tablespoons paprika
3 tablespoons vinegar
4 tablespoons water
1 tablespoon Worcestershire sauce

Shape beef into 12 patties. Brown lightly on both sides. For sauce melt fat in pan, brown onion and green pepper lightly. Add remaining ingredients and simmer 5 to 10 minutes. Serve with hamburgers on toasted rolls. 6 servings.

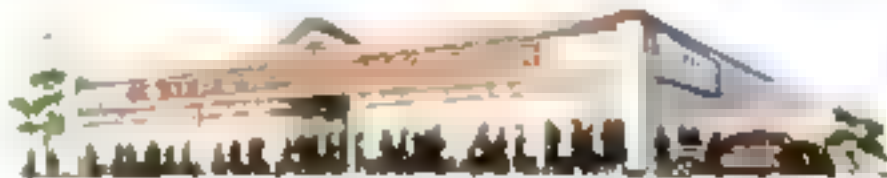
Menu and recipe tested and priced by the ACP Test Kitchen

Round up family and guests for this tempting spread of sizzling hamburgers spiced with a zippy barbecue sauce, tasty baked beans and tangy relishes, topped off with Dundee cake. Swell eating? You bet! And the cost is less than 39¢ a portion!

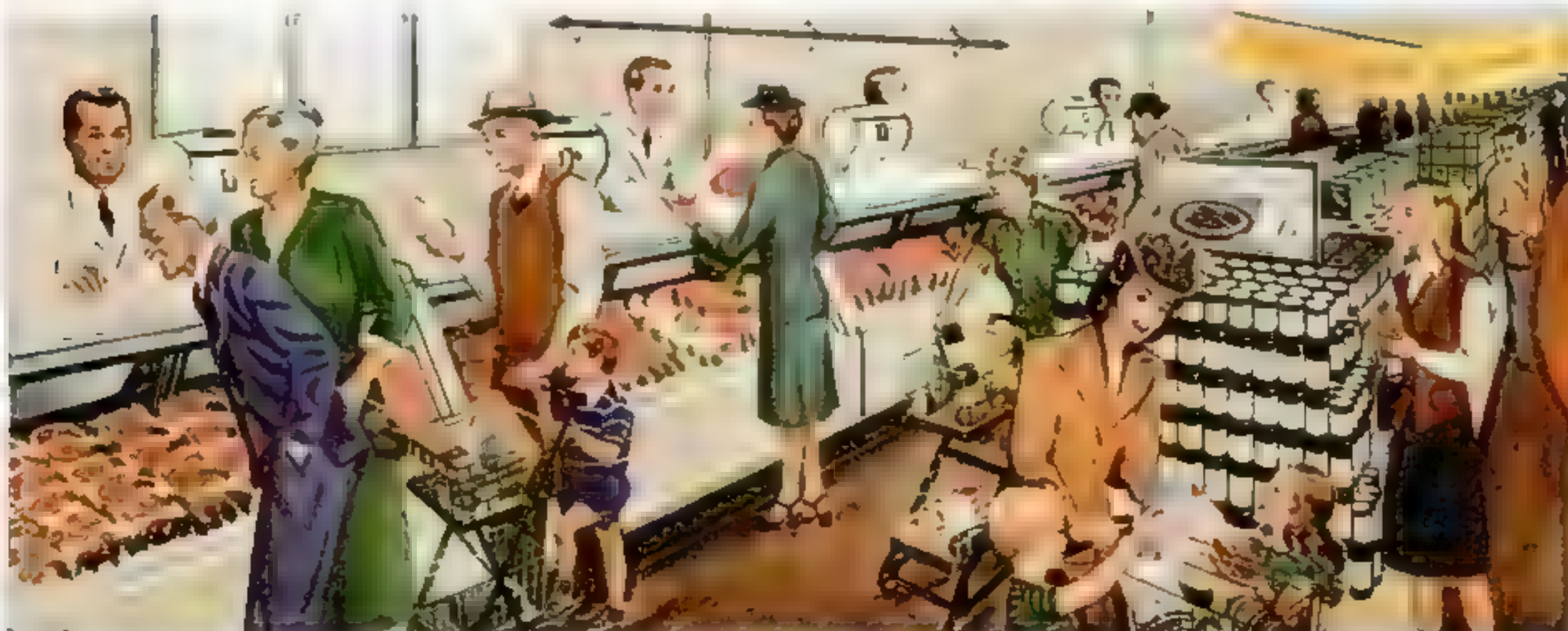
Delicious and thrifty meals like this can be yours as often as you wish... with a little planning and regular shopping at A&P. You see, your A&P Super Market

lowers food costs by making many of its own fine products and buying others direct from their makers. This "beeline" marketing, from source to sale, means the elimination of unnecessary expense, with resulting savings to share with you.

Join the wise homemakers who depend on A&P for better meals for their food money. Come in today!



A&P SUPER MARKETS



*Cost based on average prices in A&P Super Markets at time of going to press.

Slickest Thick

since the first Schick

*The new Schick SHAVEREST
gives your shaver a home—
keeps it finger-tip handy—
reels the cord automatically*

Not since the first Schick Electric Shaver broke the bad news to bristles has there been such a boon to shavers as the Schick Shaverest.

Attached to the bathroom wall near your mirror, the Shaverest cradles any Schick snug and safe as a baby in its mother's arms.

Lift your Schick and the current is on. A slight pull gives up to 40 inches of cord. You're ready to shave.

After shaving, replace Schick in Shaverest and power automatically cuts off. A touch on a handy button automatically reels back the cord.

No plugging in each time—no dangling cords. No risk of dropping your precious Schick.

Naturally, the Shaverest comes from Schick, pioneers of electric shaving. See it at any Schick dealer's now.

SCHICK INCORPORATED, STAMFORD, CONN.

Schick Shaverest

Styled in ivory plastic. Has 10 inch shaver cord on its built-in reel. AC-DC. Comes packed with extra shaver cord for travel, permanent plug-in cord and spring clip for easy mounting.\$7.95

Schick Super

New precision-built V-head with double-acting interceptor bars. High speed precision motor, AC-DC, static suppressor. Rich ivory plastic finish with hinged, bronze Whisk-Its. Complete with cord in handsome metal case with simulated leather finish.\$18.00

Schick Colonel

The famous Schick stand-by. 2M Hollow Ground Head, dependable high speed motor, AC-DC, static suppressor. Streamlined ivory plastic case, bronze Whisk-Its, complete with cord in durable metal case with simulated leather finish.\$15.00



Drop shaver into Shaverest—current stops automatically!

2 Press maroon button at side—cord reels up automatically.

3 Shaverest holds shaver safe—finger-tip handy.

— Dresses up bathroom—no dangling cords.

Shaverest Trade Mark-Schick, Inc.

SCHICK SHAVEREST

for Schick Electric Shavers



IN "A STOLEN LIFE" BETTE DAVIS PLAYS TWIN SISTERS, THE MEEK KATE (LEFT) AND THE WILLFUL PAT, SHOWN TOGETHER IN A DOUBLE-EXPOSURE PORTRAIT

DOUBLE DAVIS

Printing trick enables actress
to play two roles in one film

Playing two parts in the same movie is a stunt which most serious movie stars wish to do at least once before they die. Latest to achieve this ambition is Bette Davis. In Warner Brothers' *A Stolen Life*, a rather tedious domestic drama, she plays twin sisters of identical appearance but opposite temperament—Kate, a nice, shy girl, and Pat, who is glamorous but bad. At frequent intervals Miss Davis appears in duplicate on the screen. She quarrels with herself, watches herself make

love and even tries to save herself from drowning.

Bette Davis is enabled to play these dual scenes through an interesting camera trick called optical printing. She first plays a scene as Kate, with a suitably dressed double as Pat. Then the scene is restaged with the roles reversed. The two films are combined in the studio's laboratory and the sections with the double's images are eliminated. Once the two negatives are in alignment, a third print is made with a perfect illusion as the result.

THERE'S *MAGIC* IN CLEAR EYES

Clear eyes have a special magic of their own. But there's no magic in the most pleasant, easy way to keep them clear and refreshed. You can do that with delightfully soothing Eye-Gene.

Just two drops of safe, colorless Eye-Gene quickly clears away that tired look when your eyes are strained from close work, sun glare, the movies—from driving—from late hours, over-indulgence or smoke. Eye-Gene contains Lexatol®, an ingredient not found in any other eye preparation, which makes Eye-Gene so effective so quickly!

Today, at your drug store or toiletry counter, remember to ask for gentle Eye-Gene in its handy eye-dropper bottle. Eye-Gene is safe, pleasant, easy-to-use...comes in 20¢, 60¢ and \$1 sizes.

EYE-GENE

eye drops

*Registered trademark

Instant magic!
NEW

TRANSFORMING LIPSTICK

Pearls in Wine

Pearls in Wine

\$1.00

If your favorite cosmetic counter hasn't yet received the new Transforming Pearls in Wine Lipstick, send \$1.00 plus 20% tax to The Armand Co., Des Moines, Iowa.

...new kind of lip...
...in the stick, it blends...
...drying lips. Amazingly indelible.

Double Davis CONTINUED



AS KATE, Bette Davis stands (right) beside her cousin (Charlie Ruggles) while Pat (played by a double) dances past. This scene is filmed in its entirety.



PAT AND KATE TOGETHER appear in final version. With optical printing the images of double are blacked out and images of Miss Davis aligned with



AS PAT, Miss Davis dances and her double assumes role of Kate. In optical-printing process this picture would now be combined with one on opposite page.



each other. These pictures were taken by LIFE Photographer Walter Sanders, who created his own illusion by pasting a Davis head on double's shoulders.

CONTINUED ON NEXT PAGE

"Hires to You!"

THE FAVORITE TOAST



Along the highways, at home, and at the fountain, the toast of "Hires to you!" increases day by day. It's the answer to refreshing enjoyment.

8 LETTERS THAT BRING YOU PLEASURE

BEECH-NUT

Ask for Beech-Nut Gum and you'll enjoy a delicious, long-lasting flavor every time.



New patented deodorant stops PERSPIRATION TROUBLES!

1. **ETIQUET** not only stops perspiration worries and underarm odor safely — its formula is patented — no other like it — none more effective.

2. **ETIQUET** is the new-type, fluffy-light cream deodorant that's easier to use! Goes on quicker — disappears in a jiffy. Leaves no sticky film.

3. **ETIQUET** contains an exclusive ingredient to prevent weakening fabrics. Will not harm clothing. Antiseptic. Safe for your skin. Soothing to use in underarm areas.

4. Try **ETIQUET** — test the difference. Economical — gives more for your money than other leading brands. Stays moist in jar. At any toilet goods counter.

10¢ AND
39¢
plus tax



it's Etiquet
Formula Patented
No other like it

Copyright 1948, Latta & Pink Products Corp.



Double Davis CONTINUED



SCENES FROM "A STOLEN LIFE" show Bette Davis lighting her own cigaret, conversing with herself alone and at a distance. In each picture there is a line of demarcation between the two images of Miss Davis, but on the screen it is unnoticeable except for cigaret-lighting, which is slightly jerky.

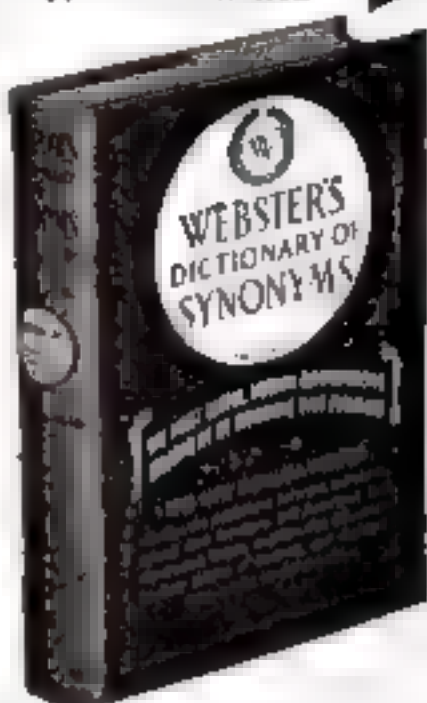
Should I say
HAPPENED? OCCURRED?
BEFELL? TRANSPIRED?

Here's the
Exact Word
for your exact shade of meaning!

**THE MERRIAM-WEBSTER
BOOK OF SYNONYMS**

An Entirely New Work by the Famous
Editorial Staff of Webster's New Inter-
national Dictionary, Second Edition

CLARIFIES the distinctions between Synonyms, giving their Antonyms and Analogies and Contrasted Words, explains the differences in their shades of meaning, and illustrates usage by classic and contemporary writers. An essential tool for writers, speakers. Alphabetical listing and cross-indexing of every entry. Webster's Dictionary of Synonyms has over 900 pages, bound in tan library buckram. With thumb index \$4.00. At your book dealer's or from the publishers.



G. & C. MERRIAM CO., 804 Federal St., Springfield 2, Mass.

**KILL
LAWN WEEDS**

EASILY, WITHOUT KILLING GRASS
KILL POISON IVY, TOO

The original, sensational, 2-4-D plus
weed-killer now in its third
successful season.
Don't accept substitutes

WEEDONE



AT GARDEN
SUPPLY STORES

American Chemical Paint Co., Ambler, Pa.



"I can hardly wait for a
smooth Marlin shave!"

MARLIN Double Edge BLADES — still 18 for 25¢ —
guaranteed by The Marlin Firearms Co.

See the New MARCH OF TIME...

"PROBLEM DRINKERS"



Maybe he's someone you know. Maybe he's a neighbor or a chap from the office or a fellow you knew in the service. A good guy—*except!* How do you feel about him? Is his problem *his* business, his family's, the government's? Should he be punished or coddled? . . . Can he be cured? In this forceful new film, MARCH OF TIME shows you in action the many ways in which America's fourth largest public health menace is being tackled. For example, you've often heard of "Alcoholics Anonymous": here you'll see how AA works—in the dramatic story of one man's battle against alcoholism. This picture pulls no punches, speaks straight to everyone who has ever worried about someone who "can't leave it alone." It will have special interest for you who read the major picture-essay on Liquor to which LIFE devoted 12 pages of its May 27 issue.

LIFE readers will also like these recent March of Time releases: "TOMORROW'S MEXICO" "WANTED—MORE HOMES"

PRODUCED BY THE EDITORS OF TIME AND LIFE

THE MARCH OF TIME

Every
Four
Weeks
RELEASED BY
20th
CENTURY-FOX



LIGHT DUTY... *But all Truck*

Yes, International Light-Duty Trucks are all-truck. They are designed as trucks, engineered as trucks and built as trucks. They're powered by a truck engine—the famous International Green Diamond. They make *no* compromise with passenger car construction.

A complete line permits International to recommend the best light-duty truck for any job—best for efficiency, best for lowest operating cost, best for longest life.

The very name, International, is a warranty of truck quality. That name represents more than 40 years of truck engineering and manufacturing experience.

And here's an unusual record: For the last 15

years more heavy-duty International Trucks have served America's commercial truck transport than any other make.

And here's an unusual service feature—*all-truck* service supplied by the nation's largest company-owned truck service organization, International Branches, and by International Dealers.

For all-truck performance—*International!* For all-truck service—*International!* Branch or Dealer.

Motor Truck Division
INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago 1, Illinois



Tune in "Harvest of Stars" Sunday, 2 p.m.
Eastern Daylight Time. NBC Network

Other International Harvester Products: FARM POWER AND EQUIPMENT . . . INDUSTRIAL POWER . . . REFRIGERATION



Dump Truck



Multi-Stop Delivery



Tractor and Semi-Trailer



School Bus



Pickup



Panel Stake



Panel Body

INTERNATIONAL TRUCKS



FOR SUNBATHING AND PLAYING NEAR BUT NOT IN WATER THESE NEW SHORT PLAY DRESSES ARE AS COOL AND COMFORTABLE AS SHORTS BUT MORE FLATTERING

PLAY DRESSES

New brief-skirted sports outfits threaten popularity of shorts

The shortest skirts ever seen anywhere except on little girls and ballerinas threaten this summer to become more popular than shorts for active sportswear. For young girls and women who like to play tennis, badminton, ride a bicycle or loll in the sun, two New York designers, Carolyn Schnurer and Joset Walker, have made new playsuits, which they call "skumps," "topalls" or play dresses (see cover). Whatever their names, they are really var-

iations of the classic two-piece. The old playsuit usually consisted of a top and shorts in one piece which could be worn either alone or with a separate skirt. In the 1946 playsuits, the one-piece part of the outfit is a top-and-skirt which cannot be worn alone but must be worn with a pair of pants or shorts, preferably matching. Mostly made of cotton with full pleated or circular skirts, they are good for sports but are too heavy for swimming.



Making the wheels go 'round

That's part of the business of this master mechanic. He takes in the most battered bikes in town and turns 'em out like new. He does a swell job because he uses the right parts and materials.

That's why he installs New Departure Coaster Brakes—the brakes the best bikes are equipped with. They're lightest in weight, and they do the best braking job. Sealed against grit, rain and leakage, they're long-lasting, dependable. Take a tip from the guy who knows and . . .

Give your bike
a break with the



New Departure

Coaster Brake The Brake of the Day

New Departure, Division of General Motors, Bristol, Conn.

Royalton CROWN

For Men who Really Know Pipes

DIRECTOR

MOUTHPIECE TUBE prevents backflow of moisture

CONDENSING CHAMBER traps and holds bitter juices and sediment

BOWL GUARD keeps shank and bowl dry

REMOVABLE SECTION eases thorough cleaning

CHAMBER GUARD bars tobacco fragments from bit

Patented

\$1.50
Selected Brier

Royalton Crown provides extra smoking satisfaction because its condensing well and other safety features protect you from bitter juices and slugs. Every howlful smokes as clean, as cool, as everlastingly dry.

HENRY LEONARD & THOMAS, Inc., 83 ONE PARK 17, N. Y.



CHECKED COTTON, green on black, is used for this play dress with white Peter Pan collar, short pleated skirt and brief matching pants. Outfit costs \$15.



PLAID COTTON in red, black and white is used for this little dress which buttons down the back. Carolyn Schnurer, designer, calls these outfits "skimps."

Spare me, please,
but kill the fleas



Use the NEW SKIP-FLEA POWDER with DDT

• Yep, Boss, here's one flea powder with DDT that doesn't make me itch and scratch. You see it's a new formula with a combination of ingredients that annihilates my fleas . . . without stirring them up. Like all Sergeant's products, Boss, it's been tested plenty . . . on dogs, and in important clinical laboratories. It's safe . . . it's sure . . . it's fast . . . it's Sergeant's SKIP-FLEA . . . and we can get it at any drug store . . . along with Sergeant's SKIP-FLEA Soap. Come on, Boss, let's get some today!

Sergeant's SKIP-FLEA POWDER

NEW! SULFA DRUG FORMULA USED FOR ATHLETE'S FOOT!

Itching Feet, Red, Raw, Cracked, Peeling
Or Soggy Skin Between Toes Or On Feet

FOOTSTEPS THAT PERIL
THE WHOLE FAMILY
GUARD AGAINST THIS
INVISIBLE ENEMY

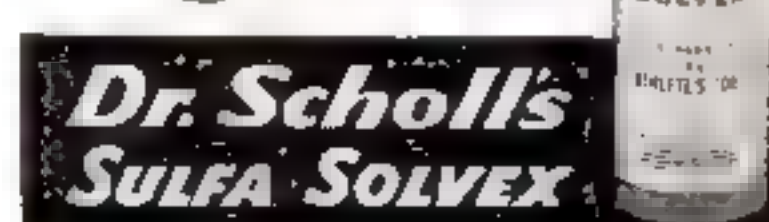


Noted Doctor's New Powder Preparation
Wonderfully Effective in Combating It.

Danger lurks on every surface not hygienically clean. Don't let your feet and your family's feet be infected by the spores of this invisible enemy!

Use Dr. Scholl's Sulfa Solvex to help prevent Athlete's Foot and fight it if you have it. This remarkable new powder preparation of America's noted authority on diseases and deformities of the feet, contains the miracle drug, Sulfathiazole, so helpful in preventing as well as fighting secondary infections, frequently occurring in Athlete's Foot.

Dr. Scholl's Sulfa Solvex quickly relieves intense itching; kills the fungi it contacts. Helps heal red, raw, cracked or peeling skin between toes and on feet. 30¢ at Drug, Shoe Dept. Stores and by prescription in states requiring it. Use exactly as directed.





"FOR PLEASANT MOMENTS"—

Could anyone find a more pleasing prospect than this?—

Two frosty silver tumblers, fully half an hour tall . . .

Two waiting chairs, gardenias . . . and PM!

PM DE LUXE, whose mellow perfection

has become the Popular Marvel . . .

Pure liquid gold, on its merry way to the mint!



IF IT ISN'T

PM

IT ISN'T AN EVENING

National Distillers Products Corporation, New York.

Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits.



TOASTIMONIAL

Our "Toastmaster" toaster was a wedding gift eight years ago. It's still as bright as new, and has been popping up wonderful toast nearly every day for all these years. Thank you for so much perfection.

ELEANOR AND ALBERT JACKSON
Duluth, Minn.



Something old...something new

This treasured gift of generations of fortunate brides is new in beauty and performance . . . *but old in experience*. A quarter-century of pioneering and perfecting the art of automatic toasting is woven into this masterpiece of 1946. So be sure of this—a "Toastmaster"* toaster is the one she will want. And she will happily remember you for it, through years of blissful breakfasts. . . . If your dealer hasn't it now, he'll gladly take your order—and do his best to deliver. Our production is steadily mounting, but the *demand* is still far ahead of us.

TOASTMASTER *Automatic Pop-Up Toasters*

*"TOASTMASTER" is a registered trademark of McGraw Electric Company, manufacturers of Bum Electric Fuses, Clark Electric Water Heaters, and Toastmaster Products. Copr. 1946, TOASTMASTER Products Division, McGraw Electric Company, Elgin, Ill.

RETAILERS: A handsome mounted reprint of this page will be mailed free upon request.



WRAP-AROUND "TOPALL" by Joset Walker is like a brief, sleeveless kimono. Only the belt keeps it in place. Outfit with matching shorts costs \$25.



BLACK "SKIMP" is exactly like a street dress except that skirt is eight inches above knee. It has sleeves, small collar, buttons and pleats down front.

When you need it most

...there's Quick Comfort

...in a glass of

Good **TENDER
LEAF TEA**

Double-action hot weather drink, it's (1) a "cooler" (2) a pep-restorer. And it tastes great! The rich, robust flavor of Tender Leaf Brand Tea comes right through the ice. You'll be serving tall glasses often when the "heat's on," so buy the half-pound package. It's "insurance" against running short.

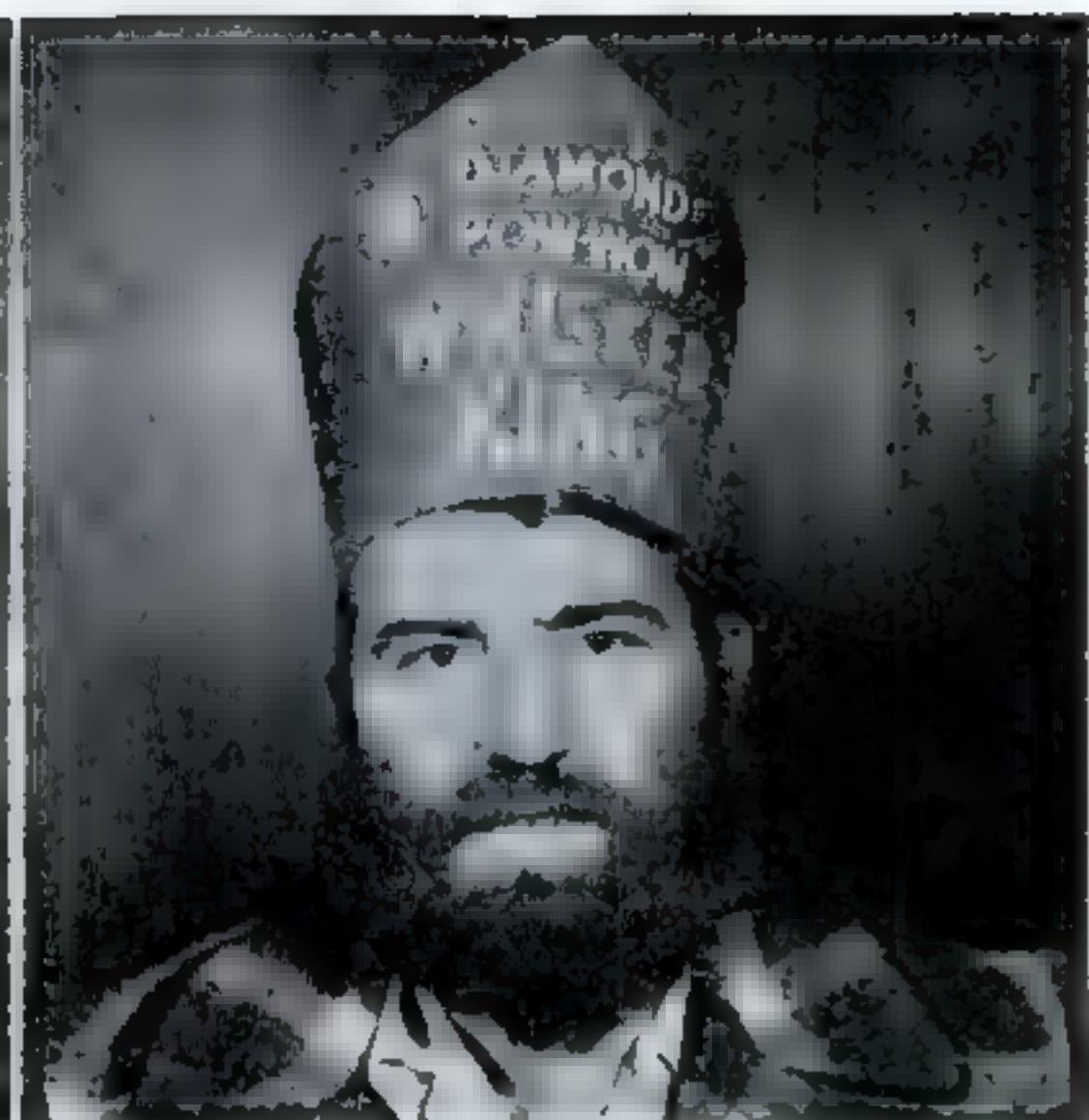




"MILE-LONG TABLE," whose actual length was 2,200 feet, was set up in middle of Hutchinson's main

street. Block after block of fried chicken, ham, potato salad, pies and cookies was served to all comers. Table

cloth was made from huge rolls of burlap paper (lower left) laid down on a long row of tables by team of horses,



WHISKER KING'S 111-DAY-OLD BEARD NETTED HIM \$30

Life Goes to a Kansas Town's Powwow

Big celebration in little Hutchinson marks 75th anniversary of its founding

Seventy-five years ago the town of Hutelanson, Kan. had one inhabitant, a man named Hutchinson. Today there are 13 Hutchinsons in Hutchinson and the general population has jumped to 32,304. To celebrate its founding and its prosperity, which is built principally on huge salt mines which lie 630 feet down, right underneath the city, citizens of Hutchinson last month rolled up their sleeves, barricaded their stores and pitched into a four-day "Powwow" which was the biggest thing Hutchinson had seen since the grasshopper plague of 1874.

Festivities started on a Wednesday evening with the arrival of a pony-express rider bearing greetings from President Truman. In the next three days 101 separate events were run off. Parade followed parade, old-time fiddlers squeaked on every corner, Powwowettes danced, claims were staked in gutters, Kansas' Dry laws were forgotten, dudes in store clothes were dumped in water troughs and 300 kids simultaneously played hookey from one school.



BEARD with a star cut in it won \$5 in the semifinals of whisker contest, which was entered by 250 bewhiskered Kansans.



STREET-CORNER CLAIMS were filed all along Main Street solely for the purpose of putting and cooking over piles of sand dumped every few feet

along curb by the city. This claim belongs to wild and woolly employees of a women's-wear shop, who rustled up flapjacks and bacon and eggs over an open fire.



SQUARE DANCING and waltzing (above) started at 9:30 a.m., dancers driving in from country at dawn and breakfasting on the street corners. Lady in black

dress (below) is 78-year-old Susie Snodgrass, shown scraping away in an old time fiddlers' contest, which was won by one-handed George Nall (second from left).



CONTINUED ON NEXT PAGE

THE SHAVE IS
BETTER

When

THE LATHER STAYS
WETTER



Yes, the **WETTER** the lather the **BETTER** the shave. A quick-drying lather will dry out on your face—give you a shave that stings and burns. What you want is a rich creamy **EXTRA MOIST** lather... the lather you get with Lifebuoy Shaving Cream... a lather that **STAYS MOIST** and keeps your beard soft and wet the whole shave through.

Get Lifebuoy for **CLEANER, SMOOTHER** shaves—even with cold water or a used blade.

*Try Lifebuoy's
Stay-Moist
Lather*

Edwards
SHOES FOR CHILDREN



Will Little Feet be Sturdy Feet?

Little feet grow sturdy only if baby shoes give scientific support. Edwards, famous since 1900 for quality children's shoes, builds years of experience into every pair, means first steps are toward healthy, sturdy feet. Illustrated: *Todlins*, baby's first shoes—in blue, pink or white. Grow up with Edwards, from *Todlins* to *Teensters*. Look for the name Edwards on the sole. In better stores, at this sign—or write us.

Edwards, 314-22 N. 12th Street, Phila. 7, Pa.



Kansas Town's Powwow CONTINUED



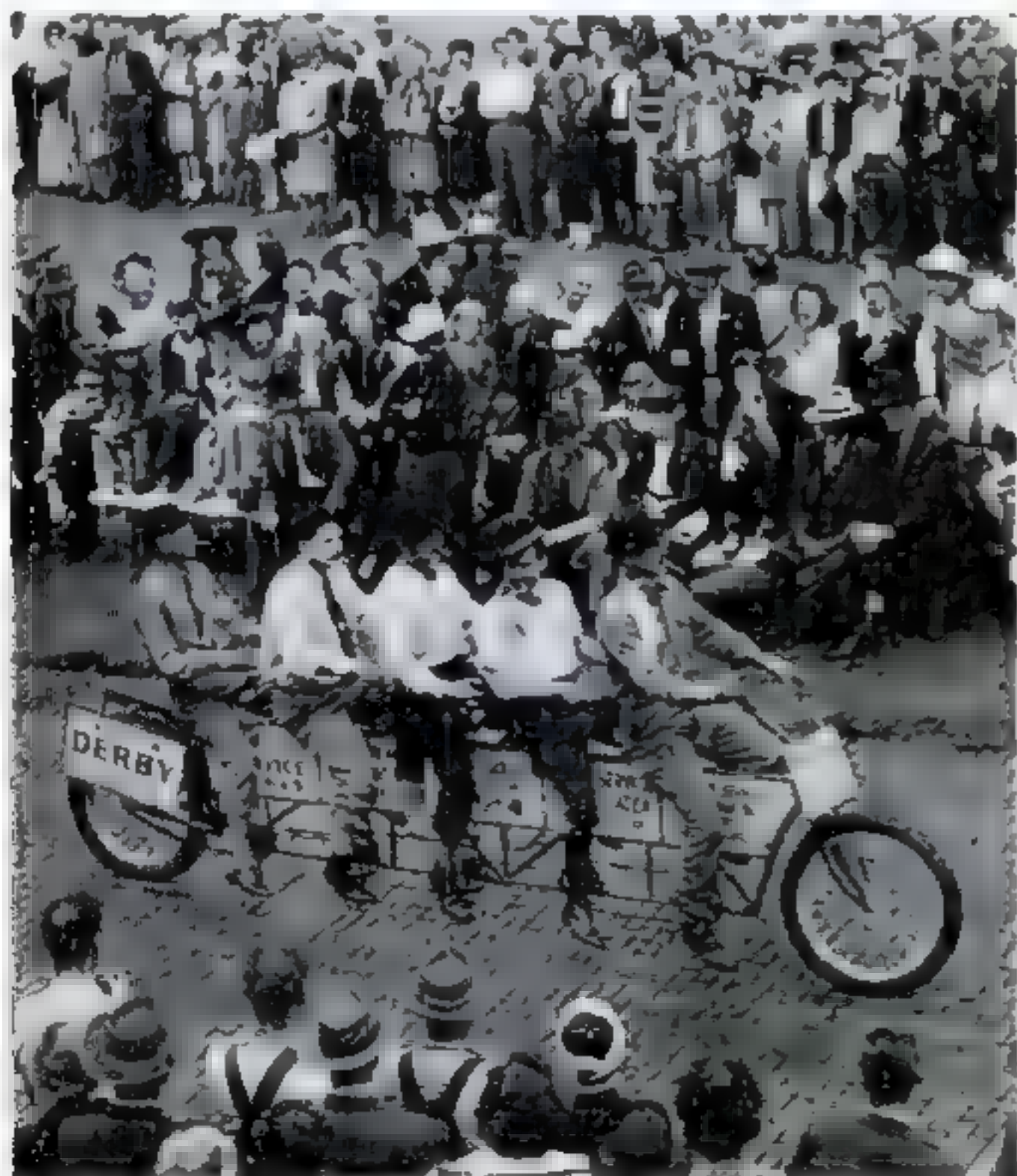
A MASS GOLDEN WEDDING WAS CELEBRATED BY 100 KANSAS COUPLES.



BEARDLESS MAN, caught without no-whisker permit, is dunked in horse trough. Powwow Committee raised \$1,500 by selling permits at \$5 apiece.



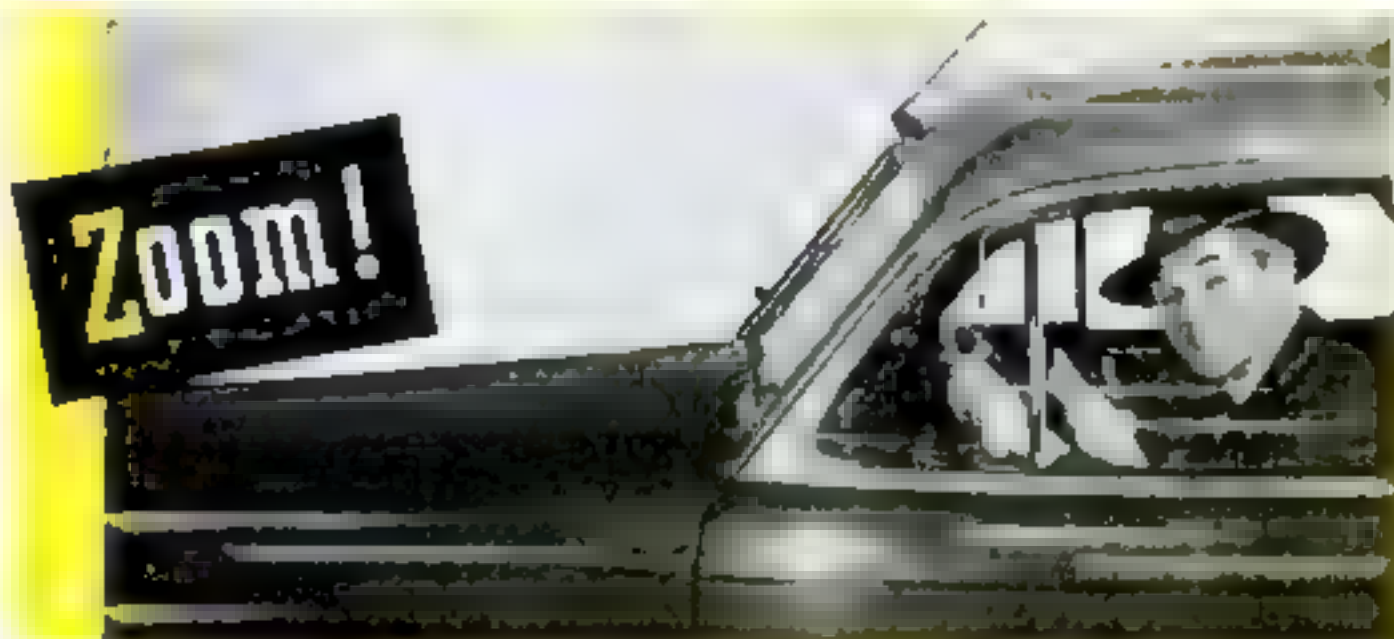
LONGEST MARRIED (68 YEARS) WERE THE CHARLES KLINGMANS, IN BUGGY



FIVE-MAN BICYCLE was a feature of mile-long parade which included dozens of old autos, 449 horses, 10 covered wagons, 3 oxen and 5 jackasses.

NOTICE

THE DIFFERENCE A
"Z" CAN MAKE!



On a warm summer's day when you hit the open road with the urge to zoom a little faster, it's great to know your engine is protected for increased speeds by the right motor oil—Pennzoil. This particular Pennsylvania oil gives you safer summer driving by standing the gaff of higher engine temperatures. Pennzoil's tough film gives you smoothness plus safety against both wear and dangerous sludge or varnish deposits. Be certain you get the one and only Pennzoil . . .

Sound your "Z"

PENNZOIL

Better dealers from coast
to coast display this sign



PENNZOIL* GIVES ALL ENGINES AN EXTRA MARGIN OF SAFETY



GORGEOUS

SHE HAS A *Gabytan*

Her skin has that golden glow which men adore and other girls envy. But why envy a Gabytan? Get one! Gaby—America's popular Suntan Lotion—makes it easy for even tender blonde skins to acquire a Gabytan. No smeary grease. No drying alcohol. Just remember . . .

A bottle of Gaby is Rule No. 1 for those who enjoy the summer sun!



Gaby
GREASELESS
SUNTAN LOTION
3 SIZES - 25¢ - 50¢ - \$1.00

The sure killing action of famous DDT is spiked with lightning-quick pyrethrum extract in Chase'm Insecticide Spray. Sure death to fleas, mosquitoes, moths, roaches, etc.



KILLS BUGS FAST!

Contains 5% DDT plus
Pyrethrum Extract

CHASE'M CO. • PHILADELPHIA 22, PA.



PRETTY BRAZILIAN MARIA JOSE DE LAMAIGNE RE TELLES DE MENZES

BRAZILIAN BEACH GAME

Pretty girls play "peteca" on the Copacabana Beach

On the white half-moon beaches of Rio de Janeiro the bathers' favorite sport is a game called *peteca*. Developed from a centuries-old game of the Brazilian Indians, it is played with a small leather ball, the *peteca*, which is plumed with colored feathers to make it fly through the air like a badminton shuttlecock. Like most beach games everywhere, it is designed for fun and exercise rather than for competition. There are no rules or scores in *peteca*. The sole object of the game is to keep the *peteca* in the air as long as possible by batting it back and forth with the palm of the hand. The pictures on these pages show three pretty girls and a friend as they played the game on the Copacabana Beach. The girls find that it affords them not only exercise and fun but also a wonderful chance to exhibit their grace and fine figures.



DIVES THROUGH AIR AT "PETECA" AS SHE PLAYS ON COPACABANA BEACH



MARIA JOSE SERVES to start game. Sometimes players draw a court in sand and try to play within it, but usually they just bat the peteca all over.

CONTINUED ON NEXT PAGE

It's Wonderful! -how my **BENDIX** does all the work of washing!

because it washes, rinses,
damp-dries — even cleans
itself, empties and shuts
off—all automatically.



DE
LUXE
MODEL

Of course, it's wonderful! And three hundred thousand happy women know it's true. For nearly nine years, they've been proving it in their own homes.

Now, the fortunate time has come for you to get your own Bendix automatic Home Laundry, and learn what *workless* washdays really mean. Learn how—from the instant you set the dial and add the soap—your Bendix takes charge, and your "work" is done! How it washes, rinses, damp-dries, even cleans itself, empties and shuts itself off. How it saves soap, saves hot water, saves clothes! How it ends completely every last bit of heavy lifting—takes your hands out of wash-water forever—and gives you hours and hours of carefree time.

You can see all these things for yourself. Your dealer will gladly show you. He invites you to come in—today.

LOOK for the Bendix automatic Home Laundry Neon Sign. They identify your dealer.

LOOK for your Bendix Dealer's name in the Classified Section of your telephone book.

EXCLUSIVE TUMBLE ACTION: tumbles clothes through suds 60 times a minute, yet so gently that even



fine fabrics launder beautifully. Clothes are whirled damp-dry—no heavy lifting, no wet hands, no broken buttons.

What you do: put in clothes, set a dial, add soap.

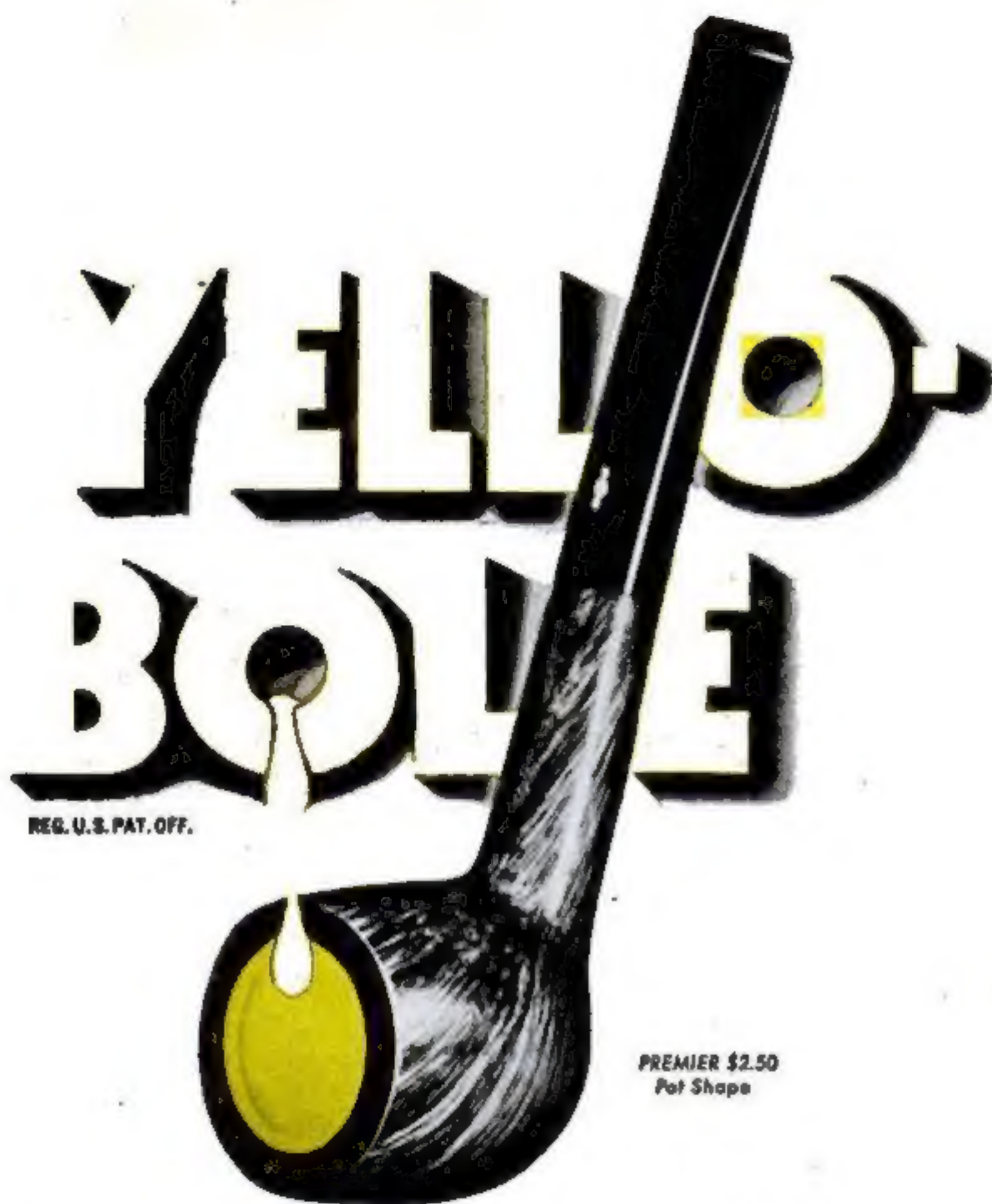
What the BENDIX does:

fills itself, tumbles clothes clean, thoroughly triple rinses, dries clothes ready for the line or dryer, cleans and empties itself and shuts off—all automatically! The Bendix takes only 4 sq. ft. of floor space—fits perfectly in kitchen, bathroom, utility room or laundry.

BENDIX^{automatic} Home Laundry

Bendix Home Appliances, Inc., South Bend, Ind. . . . Pioneers and Perfectionists of the automatic "Washer"

**3¼ surface inches of
HONEY
make the difference**



More than 20,000,000 sold

Our business for 95 years has been making pipes which are so superior that they completely win your hearty approval instantly. Even if you never smoked a pipe in your life, the chances are that you'll like these Yello-Boles. Millions of smokers have tried Yello-Bole and found lasting satisfaction—the honey lining makes the first pipeful fragrant, mild and satisfying, and keeps curing your smoke afterwards. See the various Yello-Boles at your dealer's.

"I've bought many a new pipe, but I never yet smoked the first pipeful all the way through."



"I'll bet you don't put down this new Yello-Bole till you've smoked every bit of tobacco in it."

The honey treatment of Yello-Bole Pipes makes them mild and agreeable even on the first smoke, when you'd expect a new pipe to taste "new."

Kaufmann Bros. & Bondy, Inc., Est. 1851, 639 Fifth Avenue, N. Y. 29.
"Where Pipe-Making Has Been a Tradition Since 1851"

\$1 this seal in bowl
STANDARD this mark on stem
\$1.50 this seal in bowl
IMPERIAL this mark on stem
\$2.50 this seal in bowl
PREMIER this mark on stem

Beach Game CONTINUED



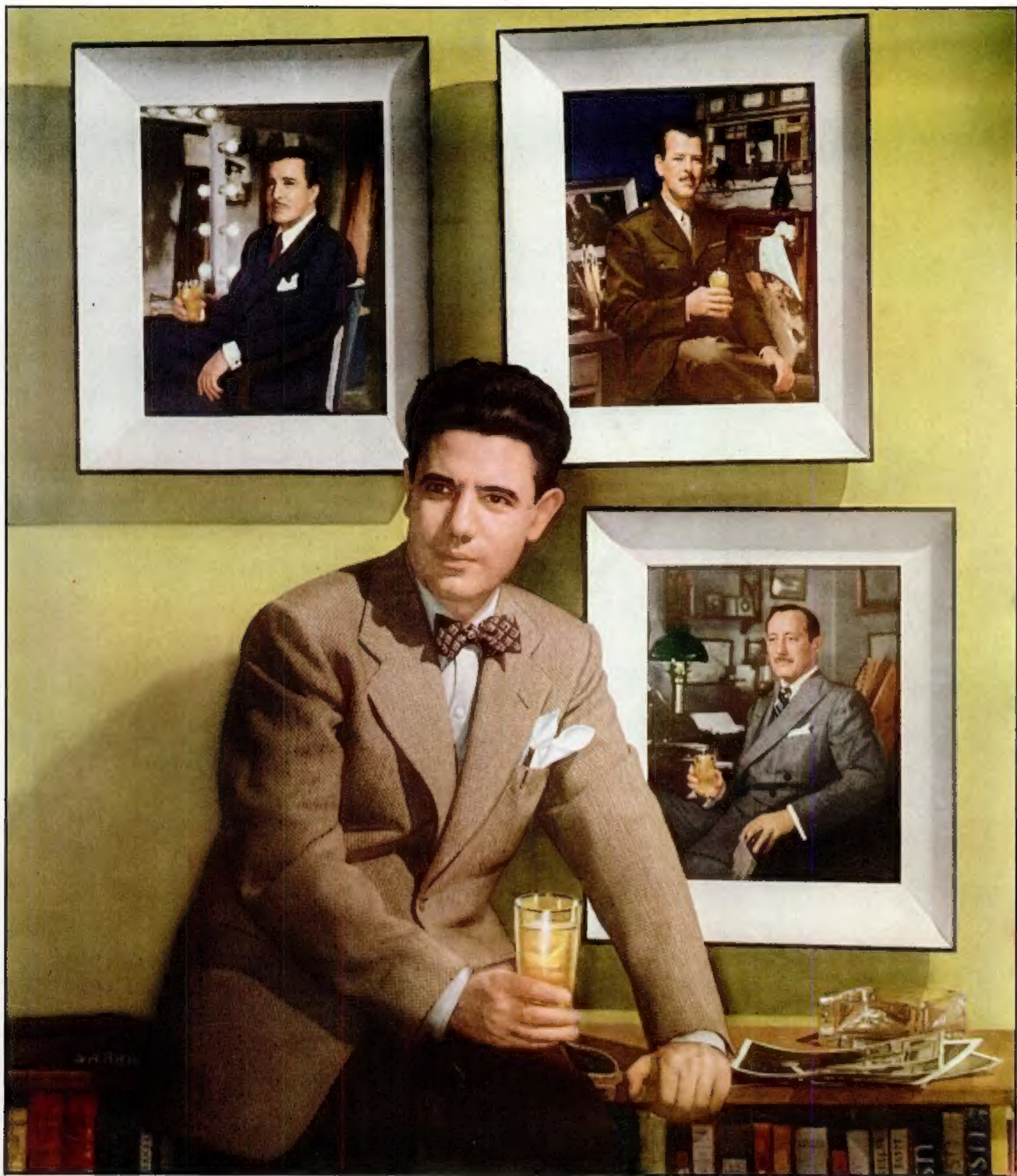
BACKHAND SHOT is made by Lorna Kay, a Brazilian dancer and former member of the Ballet Russe. Players fall down a great deal on the soft sand.



A LOB IS MISSED by Carmen Molina, a Mexican dancer and actress who played the leading dancing part in Walt Disney's movie, *The Three Caballeros*.



CARMEN FALLS after trying her backhand. A more serious *peteca* player than Carmen would have tied up both her hair and her shoulder straps.



VALENTINO SARRA, PHOTOGRAPHER OF MEN OF DISTINCTION

For Men of Distinction... LORD CALVERT

"CUSTOM" Blended for the enjoyment of those who can afford and appreciate the finest... Lord Calvert has been for years the most expensive whiskey blended in

America. So *rare*, so *smooth*, so *mellow*, it has never been produced except in limited quantities...with each bottle individually numbered and registered at the distillery.

LORD CALVERT IS A "CUSTOM" BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY

QUALITY OF PRODUCT
IS ESSENTIAL TO
CONTINUING SUCCESS

L.S./M.F.T.

LUCKY STRIKE
Means Fine Tobacco

**... and in a Cigarette
it's the Tobacco that counts**

Yes, L.S./M.F.T.

